

How to MODERNIZE *and* MAKE IT PAY



NEW SIDEWALLS AND ROOFS



MORE EFFICIENT KITCHENS



NEW WALLS AND CEILINGS



NEW MODERNIZED BEDROOMS



ADDED ROOMS AND GARAGES



TABLE OF CONTENTS

	PAGE
FOREWORD.....	2
WHERE TO GET PROFESSIONAL ADVICE.....	4
REARRANGING ROOMS.....	6
RECLAIMING BASEMENTS AND ATTICS.....	10
ADDING AN EXTRA WING.....	13
CLOSETS WHERE NONE WERE BEFORE.....	14
FITTING A GARAGE TO YOUR HOME.....	15
YOUR KITCHEN AND LAUNDRY.....	16
NEW BATHROOMS FOR OLD.....	22
NEW BEAUTY FOR OLD ROOMS.....	24
INSULATION ADDS COMFORT AND PAYS FOR ITSELF.....	30
MODERNIZING THE HEATING PLANT.....	36
WIRING YOUR HOME FOR ELECTRIC LIVING.....	38
REMODELING THE EXTERIOR.....	40
LANDSCAPING—A PART OF REMODELING.....	44
YOU CAN REMODEL NOW—PAY LATER—ON THE U S G MONTHLY PAYMENT PLAN.....	46
HOW U S G BUILDING MATERIALS HELP PROVIDE SECURITY, COMFORT AND ECONOMY FOR YOUR HOME.....	48
INDEX.....	83

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BOX 2-1

THE MARK OF

FINE BUILDING MATERIALS

THE United States Gypsum Company trade mark is a hallmark of quality on a great range of building materials. These products include lath, plaster, roofing, insulation, wallboards, sheathing and paints. They are used on every imaginable structure from cottages to cathedrals, from farm homes to factories. They are made to fit a great variety of structural requirements and pocketbooks.

USG products, like the company making them, have grown slowly out of careful research. Thirty-five years ago the United States Gypsum Company was composed of a few crude plaster mills. Today it has forty-seven modern plants and warehouses and twenty-eight sales offices, strategically located to serve all parts of

the country. It devotes an entire building in Chicago to research for the development of better, safer building materials. Its ships ply the Atlantic Coast between Halifax, Boston, New York, Philadelphia and Jacksonville. Its many products are available in city and hamlet through over 20,000 dealers in lumber, building supplies and paint.

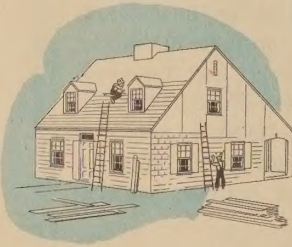
This growth is significant to you because it has been possible only through high standards rigidly maintained, along with a policy of scrupulous fairness with the public. You are sure, therefore, when you ask for the USG trade mark, that you are using materials into which have been built the same qualities you in turn want to build into your home.

UNITED STATES GYPSUM COMPANY

Where Research Develops Better, Safer Building Materials



A N I N V E S T M E N T . . .



THERE are many ways in which remodeling can pay for itself. Perhaps in the lessened fatigue that an efficient kitchen can bring. Or the steps which a better planned arrangement of rooms can

save. Or the happiness which new comfort and improved appearance inspire.

These are as tangible as payments in money. But remodeling can pay in that way too, for many a modernizing job returns substantial cash dividends through the months and years to come.

Insulation, for example, may often save enough in heating to pay for itself in a year or two. New asbestos siding over old clapboards ends painting costs. An additional room can be rented; an exceptionally large house can be divided into apartments and thus produce revenue as rentable property.

Furthermore, if well done, remodeling adds definitely to the value of property. If part of your income derives from rents, judicious remodeling may substantially increase them. On the other hand, if you live in your own home, modernizing may add considerably to its market value, and increase its salability.

Survey Shows How Modernizing May Pay for Itself

The United States Gypsum Company has just completed a nation-wide study of the dollars-and-cents value of remodeling.

Including over 10,000 real estate agents, architects, bankers and dealers, this study sought the answer to one main question. How much, in the opinion of these experts, should any one of several improvements increase the rent from the average older house in the community in which it is located?

We believe the answers, shown on page 3, reveal possibilities so important that no property owner can afford to ignore them, nor fail to measure them in relation to his own holdings.

If you are a landlord, the fact that adding an extra bathroom may increase rent returns as much as 14% will naturally make you consider the advisability of such an investment.

If you live in your own home, the importance of this study is equally great, because of the relationship between rent and value. It is a generally accepted rule that rent should return about 12% on the investment. Thus value should represent approximately $8\frac{1}{2}$ times the rental of a property, so that if a house rents for \$1200 per year its worth should be about \$10,000.

Therefore, if you live in a 6 room house with an "average" rental value of \$40.00* per month, your home should have a market value of about \$4000. If you put in a second bathroom, and your rental value increased 14%, your house would be worth about \$4500.

These figures should, of course, be used as a guide rather than as a final authority. Many factors influence rents and values. The modernity of property and its

Remodeling



THAT PAYS IN MANY WAYS

physical condition are two of the most important, but they should be weighed in relation to the others. Thus, all the remodeling in the world could do little to increase the value of homes in undesirable neighborhoods. It is also well to bear in mind that your home is an investment, as well as a shelter, and it should be kept in a readily salable condition. It may some day be necessary to move out of your home because you are leaving town, or for some other reason. Property that has been modernized and kept in good repair is easier to sell or rent and generally brings a better price.

The increase in value which may accompany remodeling is important even if you never move out of your home. A home is among the most important assets in most estates, ranking second only to life insurance. An insurance policy encumbered with loans is a tax on the beneficiary, and so is property that goes to its heirs outmoded, outdated and in need of renovation. The day may come when you want to refinance your property or raise money on it. Refinancing and mortgaging are both usually out of the question if the building is not up to date. In any event, if it is in first class condition, the procedure is generally easier and the proceeds of the loan larger.



Styles in houses change just as they do in clothes and automobiles, and the changes have a direct bearing on value. If you modernize to keep pace with these evolutions you will have a more comfortable home—and you will probably also have one that is worth more.



*The real estate agents and other building experts covered by the USG—*Architectural Forum* study say that the rental value of the average older 6 room house typical of some one locality in which they operate is \$40.03 per month, of a 5 room house \$31.89. These figures, of course, vary widely in individual cases, depending on the community, neighborhood and other factors.

PROVING THE DOLLARS AND CENTS VALUE OF MODERNIZING

The following table shows the average rental increase which real estate operators believe will result from certain types of remodeling. This survey was made by the United States Gypsum Company and the *Architectural Forum* in 1939.

TYPE OF REMODELING	Estimate of Average Rental Increase
Adding an extra bathroom	13.74%
Modernizing the present bathroom	8.88%
Modernizing the kitchen	10.66%
Installing automatic heat	13.40%
Building new or enlarging present garage (depending on your selection of basic house)	8.98%
Adding a sleeping porch or sun porch	11.07%
Redecorating the interior (refinishing walls, ceilings, woodwork, floors, etc.)	13.22%
Resurfacing or painting the exterior (asbestos or asphalt siding, paint stucco, etc.)	10.87%
Insulating the house	9.80%
Finishing the basement (recreation room, workroom, playroom, bar, etc.)	9.91%
Finishing the attic (extra bedroom, nursery, maid's room, game room, etc.)	11.40%
Adding a third bedroom	15.35%
Rearranging interior floor plan (to better utilize existing space)	17.38%

WHERE TO GET *Professional* ADVICE

HOW ARCHITECT, DEALER AND CONTRACTOR CAN HELP YOU



SUCCESSFUL remodeling is not conceived today and executed tomorrow. Irrespective of its prompting, remodeling is, first, study and, second, action.

Before any reconstruction begins it is well to survey the house for the entire range of possible improvements and then to select those most desirable and most necessary. Then a study of their cost and the best materials and ways to carry them out is essential. These factors vary on every job and to recognize them readily and to use them to fullest advantage requires knowledge of architectural design, room arrangement, and structural and decorative materials. There are those who feel that they do not need any outside assistance because they have been "replanning" their home for years and know just what they want to do. However, if you want to take advantage of every kind of assistance you can get, by all means get in contact with the USG dealer nearest you.

Your USG Dealer

In every town you will find a USG dealer equipped to give you a complete remodeling service. He can be of real help. He will provide plans for simple alterations or refer you to a reliable architect if your modernizing work requires it. He will furnish quality materials, and recommend a skilled, reliable contractor, unless you want to arrange for the labor yourself in which case he will be glad to work with whomever you select. From his wealth of experience he will offer practical suggestions to help you get exactly what you want

If desired he will arrange to finance the job, either through the USG Monthly Payment Plan or otherwise

so that you can pay for it in easy monthly installments. He will give you a complete "package" price for the entire job and fit the payments to your budget.

His experience may save you costly mistakes—and will make remodeling the fun and pleasure it really should be.

When to Use an Architect on a Remodeling Job

Architectural advice and service are always helpful, but they are strongly recommended on jobs such as these:

- Alterations involving a major change in the interior or exterior of your home.
- Such operations as making an old barn into a house, or renovating an old farm house into a modern residence.
- Any general rearrangement of floor space and rooms to make your home more livable.
- Building an addition to your house.

On such projects an architect will protect against changes that spoil the appearance of your home. He will frankly advise you if the work you contemplate is worth the cost. He will prevent mistakes in planning or structural errors which would spoil the work entirely.

He can, if you wish, furnish a perspective of his recommendations to help you visualize how your home will look. All of this is done before reconstruction starts and you need not start the job until you are sure his plan meets your needs.

If you have in mind the type of remodeling which needs an architect, and you have no architect, ask your dealer to recommend one. Not all architects take remodeling jobs, while some make a specialty of this kind of work. Your dealer will guide in selecting the right one.

Selecting the Right Contractor

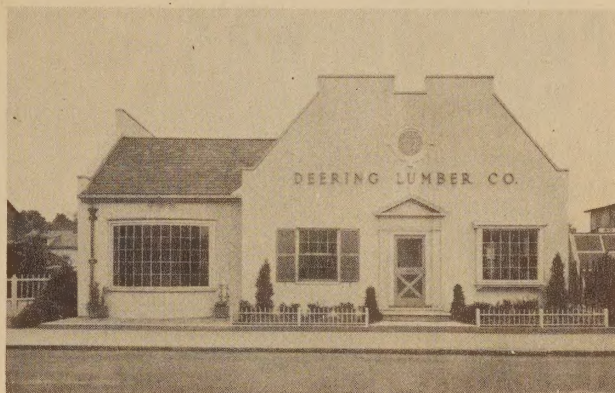
The contractor or carpenter who does your remodeling work is an important choice, because poor workmanship can ruin the best plans and materials.

In every town there are certain people who specialize in remodeling work. They may be contracting firms employing several men or a job carpenter with a set of tools and a helper. In fact, you may know such a man yourself—the person you and your neighbors call whenever you have a patching or repair job to be done. In that case, your problem is solved, for you know the man's workmanship from personal experience, or the experience of your friends.

But if it is necessary for you to find a contractor, we suggest that you ask your dealer to recommend one to you. He is in a much better position than you to know whether a contractor does his work well. Also, he knows which of the carpenters who do business with him are especially suited for the job you want done, and which are most adept with the materials you select.

Have your contractor make his proposal in writing—or have the dealer do it for him. This avoids misunderstandings, for it shows what work is to be done and quotes the price complete, including material and labor. If you are paying for the work over a period of time, the proposal will show what the monthly installments are and how many months they run.

It is well to remember that satisfactory construction results from a combination of quality materials and conscientious craftsmanship.



Attractive offices and modern display rooms, such as owned by the Deering Lumber Company, Melrose, Massachusetts, above and Queal Lumber Company, Des Moines, below. One of the important features in the complete service which progressive dealers provide their home modernization customers.



Rearranging

ROOMS—ADDING ROOMS AND CLOSETS—PUTTING WASTE SPACE TO WORK

Many homes are outdated because the arrangement of their rooms does not fit the requirements of modern living.

Such homes are uncomfortable and inconvenient. Rooms where you want space haven't enough, while others where it isn't needed have too much. There may be awkward grouping of rooms, such as a kitchen too far from the dining room; a bedroom remotely located from a bath; or a growing family may need a rearrangement of space to provide more convenience and privacy.

Remodeling to make better use of existing floor space or to add room to the house may be a profitable invest-

ment. Real estate agents confirm this. The study which the United States Gypsum Company and the *Architectural Forum* made among real estate agents, architects, bankers and dealers indicates that in their opinion rearranging the floor plan may increase the average rental of the older house as much as 17%; adding an extra bedroom 15%, a garage for a home that doesn't have one, 9%.

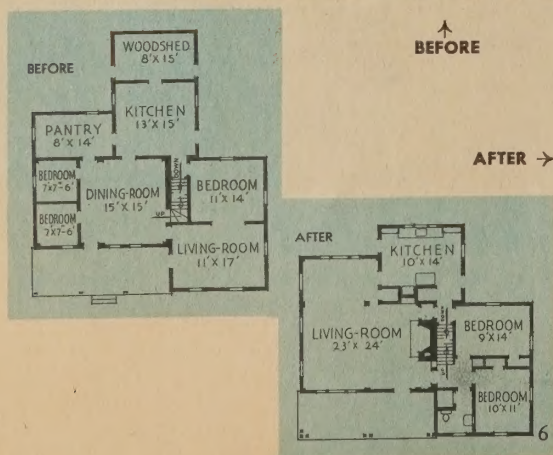
In order to make the most effective use of available space and properly plan additions you need competent architectural advice. It will assure you a better job and may save considerable money.



An 80-Year-Old House Transformed Into a Comfortable, Valuable Modern Home. A home 80 years old in Upstate New York was well built and basically good in exterior design but run down and hopelessly out of step with modern living standards in its room sizes and arrangement.

On remodeling, the two tiny bedrooms and the pantry on the first floor, along with the old dining room became a large living room, with plenty of space for dining facilities. The old bedroom and living room became two bedrooms, fitted with closets, and a bath.

The attic over the oldest portion of the house was made into a spacious studio, 18' x 24', by lifting the roof and finishing the walls with fire-proof gypsum wallboard. Raising the roof of this section also improved the grace and symmetry of the whole structure.





↑
BEFORE

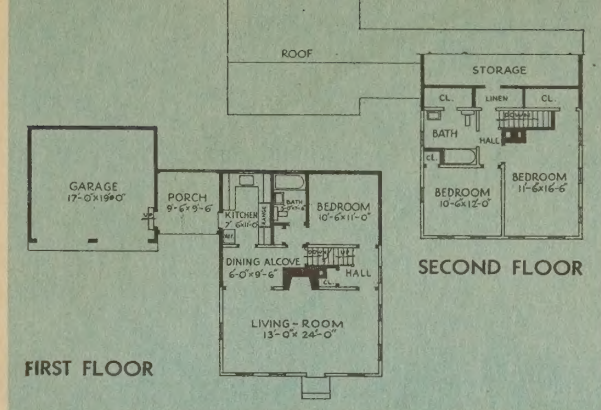
Transforming a Tax Loser Into an Income Producing Property.

This remodeling job changed a tax loser into an income producing property. Although at first glance the house looks entirely different from its old self, there has been no major structural change.

Formerly, there were only two small rooms on the first floor and the front door was at the side. The door changed places with a window around the corner and the two small rooms were thrown into one large living room with fireplace and a dining alcove. A new addition at the rear provided kitchen, bath and bedroom and a wing provided garage and porch. Upstairs, the smallest bedroom was converted into a bathroom, an excellent example of how a useless room was made useful.

The interior plan would have been further improved with the construction of an entrance hall with coat closet.

There are only a few changes, on the outside—but notice what a difference they make!



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AFTER

Another Example of How Intelligent Room Rearrangement Combined with Additional Space Increases Values.

Here is another example of how a few skillfully planned changes can make a home more comfortable and more valuable. Notice how simply this well built, though barn-like house was transformed into one that meets the modern conception of good taste and livability.

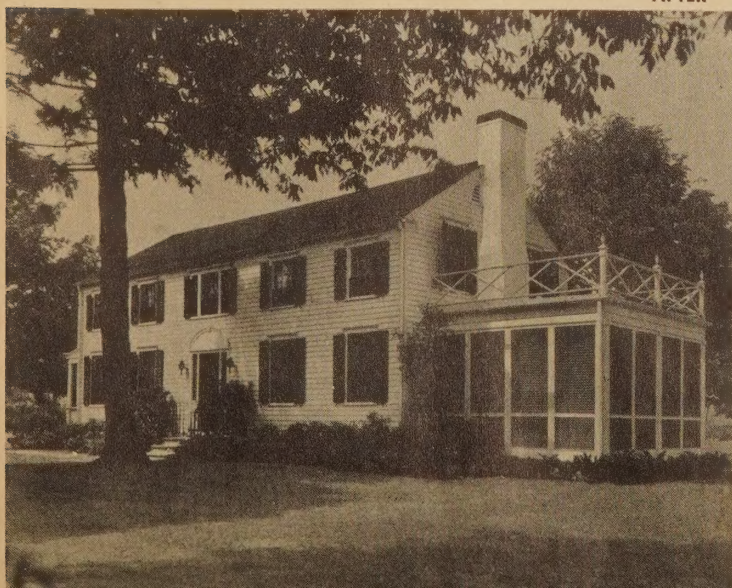
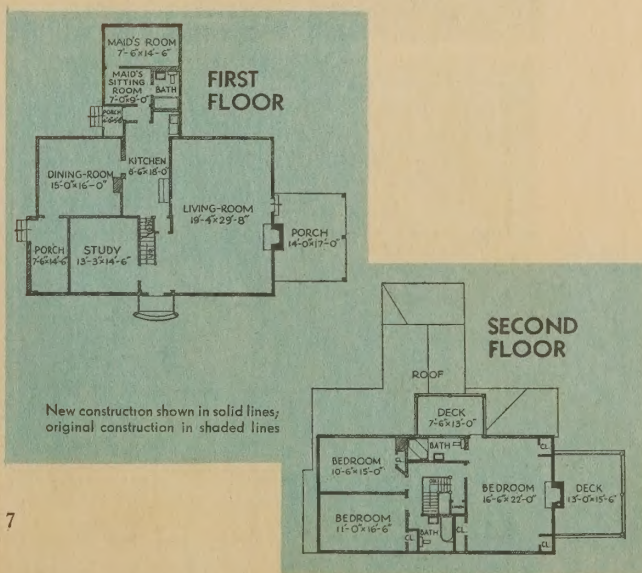
The exterior changes are simple. Six feet were added to each end to accommodate the larger rooms which the owner wanted. There is a new chimney, a screened flagstone porch off the living room and a new roof of fire resisting shingles. The old narrow porch was entirely removed.

Inside, there is new plaster throughout over fireproof lath. The small wing at the rear, formerly a storeroom, has been remodeled into a bedroom, sitting room and bathroom for guest or maid. The old bathroom was refinished and another new one built.



BEFORE

AFTER





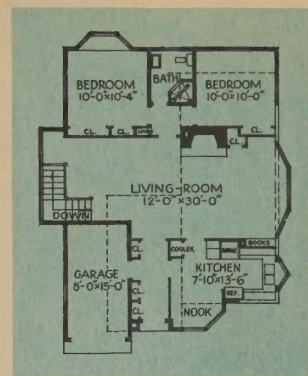
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AFTER

BEFORE →

Transforming a Cramped Cottage Into a Comfortable, Valuable Small Home. To the original three rooms of this cottage were added a recreation room, bedroom and bath and all other rooms were enlarged. The recreation room, not shown on these plans, is on the lower level of the house. Also on this level are the laundry and automatic hot water heater. As the house is located in a warm climate, there is no central heating and if additional heat is needed, it is provided either by the fireplace or a room heater.

Closets in this house have been well handled. There are plenty of them, they are placed in relation to their needs and no space is wasted.

The contract cost for this job was approximately \$2,500 in Southern California.



Dotted line in the plan indicates the "before" cottage, starting point of the transformation



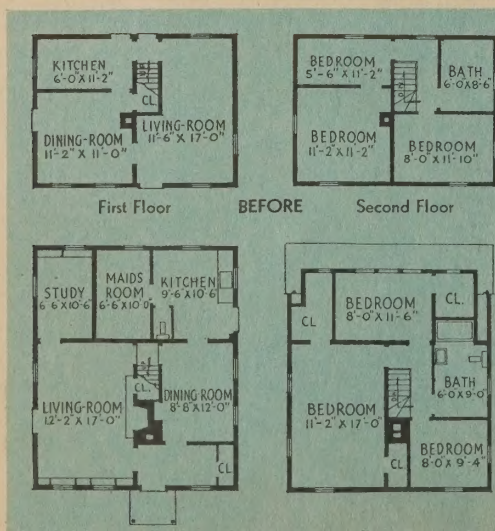
More Space — Larger Rooms, Increased Rent or Value for the Small House. Except for the new entrance porch, a larger chimney and the asbestos shingles over the old siding, there are no changes to the front or side of this transformed house.

The most important changes are in the rear where the owner built an addition eleven feet deep which gave sufficient space for a study or office, modern kitchen, small bedroom and lavatory. Notice how the living room has been enlarged, and a gracious entrance hall with generous coat closet ingeniously fitted into the plan.

On the second floor the old portion of the house yielded two bedrooms with the third converted into a bathroom. See how space for a closet was found by taking two feet off one of the original bedrooms, although in this case the opening to the closet might well have been made from the 8' x 9' 4" room, as this is now without any closets.

← BEFORE

AFTER ↓





↑
AFTER

Bringing a Typical American Home of Yesterday Into Trend with Today. The owners of this house badly needed more rooms. The size of their family had doubled, and they disliked to sell because they had already modernized the kitchen and bathroom. So this is what they did:

First, the porch was ripped off. It was too shallow for comfort, but wide enough to shadow many rooms and take up space badly needed *inside* the house.

The first floor ceilings were then lowered from 10' to 8½' and the roof gable changed and brought forward. This added enough space (with that gained from the old porch) to increase the living room by 10' and to provide two rooms and a bathroom upstairs.



← **BEFORE**

Rearranging Space and Building an Addition Gives Larger Rooms —More Space—A More Valuable Home. Often it is desirable to have larger, more comfortably arranged rooms as well as more rooms in your home. Here is an example that shows how smart arrangement of existing space, plus an additional story, can provide both, and make a better looking house as well.

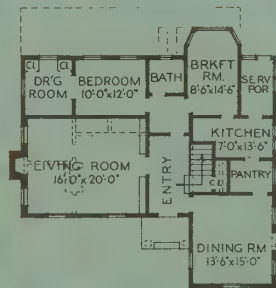
Originally there were three bedrooms downstairs.

Part of one, plus the space formerly taken by a sunroom and two closets, was added to the living room as shown by dash lines on the plan. Another bedroom became the present dining room with a fireplace added, and its bathroom was made into a much needed pantry. The third bedroom was retained, with its bath and dressing room. The old dining room, without alteration, became a sunny breakfast room.

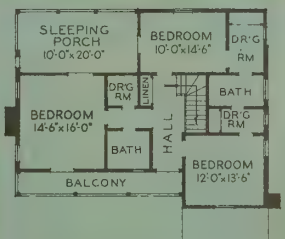
In the newly added second story you see three new bedrooms, each with its dressing room.



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BEFORE



← **AFTER**



RECLAIMING BASEMENTS AND ATTICS



BASEMENT and attic are "no man's land" in many older houses, for they contain space which has been wasted for years. However, the development of streamlined boilers and heating plants, the use of oil and gas for fuel, the new stoker which has taken the dust and dirt out of coal firing, have

brought the basement into its own.

Mineral wool insulation between roof rafters, the new predecorated insulation board wall and ceiling finishes, fireproof gypsum wallboards and more intelligent planning have also taught us that we can put our attics to profitable use.

As a result recreation rooms for basements and attics have received a great deal of attention and publicity, and there is no denying their desirability, especially if there are children in the family. But you can do a lot of other things with a basement or attic.

The attic, for example, may be just the place for a sewing room, or you may find space for a bedroom and bath in it, or you may have plenty of bedrooms but insufficient storage room which attic space will provide.

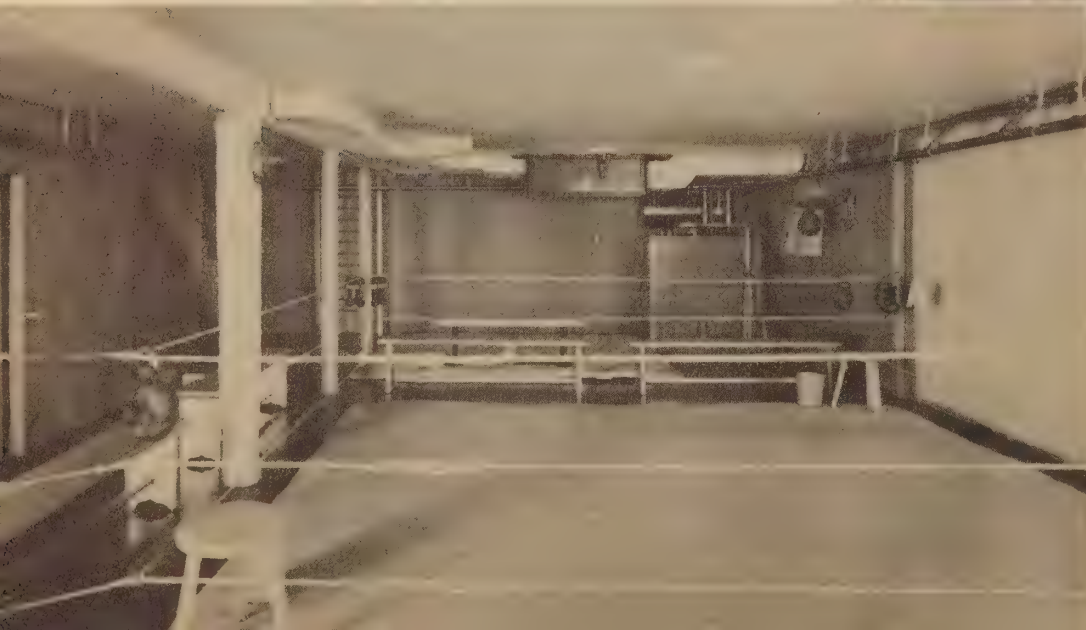
The basement is a splendid place for storing foods and

vegetables. If you are a gardener you can put a room in it to house garden furniture, or in which to do your pre-season planting. For the man who likes to make furniture or do carpentry work a basement room provides space for his tools and equipment. And while modernizing the basement—remember that you can do a great deal to protect your house against fire if you apply metal lath and plaster, or Perforated Rocklath and plaster to the ceiling, and enclose the furnace in a room built of fireproof partition material. Gypsum tile is an excellent product for this purpose.

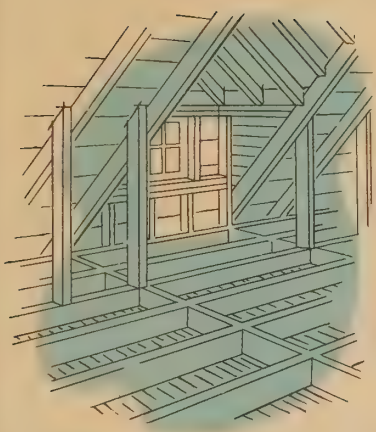
Here are some illustrations of basement and attic planning which may help you intelligently use the valuable space they provide—space which in the past we have all too often wasted, even though we paid for it when we built our houses.

AFTER
↓

BEFORE →



Cleaning up the basement and installing a modern automatic heating system permitted the owner of this house to use what had formerly been waste space as a gymnasium for his children. Also notice how he has protected his home against fire by applying fireproof lath, such as Red Top Metal Lath or Perforated Rocklath to the basement ceiling and finishing it with three coats of Red Top Plaster.



↑
AFTER

These two photographs illustrate how waste space in the attic can be transformed into a comfortable "hideout" with minimum trouble and expense. Note how the roof rafters have been covered with a fireproof gypsum wallboard. Sheetrock is the ideal material for remodeling jobs of this type—and the new Recessed-Edge Sheetrock hides joints without the necessity of using joint strips, as was done on this remodeling job.

← BEFORE

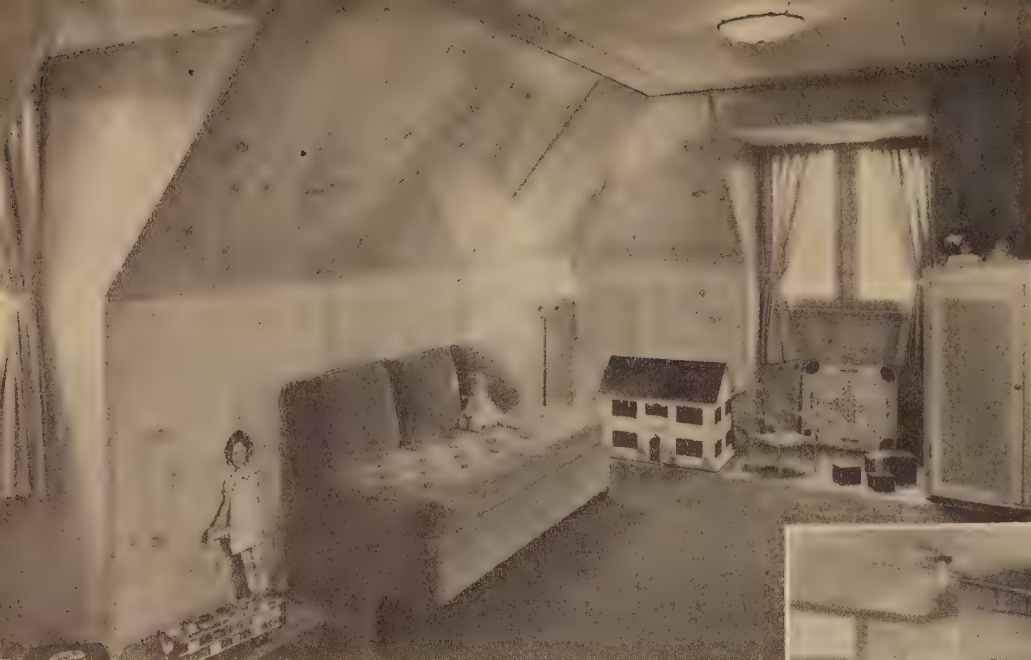
Below—Here we have another illustration of the safety, comfort and economical use of space which basement remodeling can give to older homes. Gone is the open coal bin and the pile of refuse which were continual fire hazards. In their place is a new streamlined heating system. Ceilings that are covered with plaster and a fireproof lath made a comfortable lounging room.



↑
BEFORE



AFTER →



Knotty Pine Wood Grained Sheetrock has made waste attic space into a child's play-room in this Chicago home. Note how this fireproof board with the wood finish can be fitted around dormers and to angles in walls and ceilings. This ceiling is finished with Weatherwood Tile and other USG products.

BEFORE →



Believe it or not, it's the same basement. Once a cellar and catch-all, it is now a handsome recreation room.

AFTER →



At left—This photograph shows how Weatherwood Blendtex, Tile and Plank can make an attractive attic or basement recreation room. By using a material such as this, you combine efficient insulation with pleasing decoration.

ADDING AN

WING

Extra

FAMILIES have a way of outgrowing their houses as children outgrow their clothes.

We illustrate here one way in which you may solve the problem by building an "overflow" wing with an entry of its own for maximum privacy and flexible enough for several different uses. As illustrated here, the front room is a living room with a kitchen and bath between it and the bedroom in back. There is also direct access to the living room of the main house.

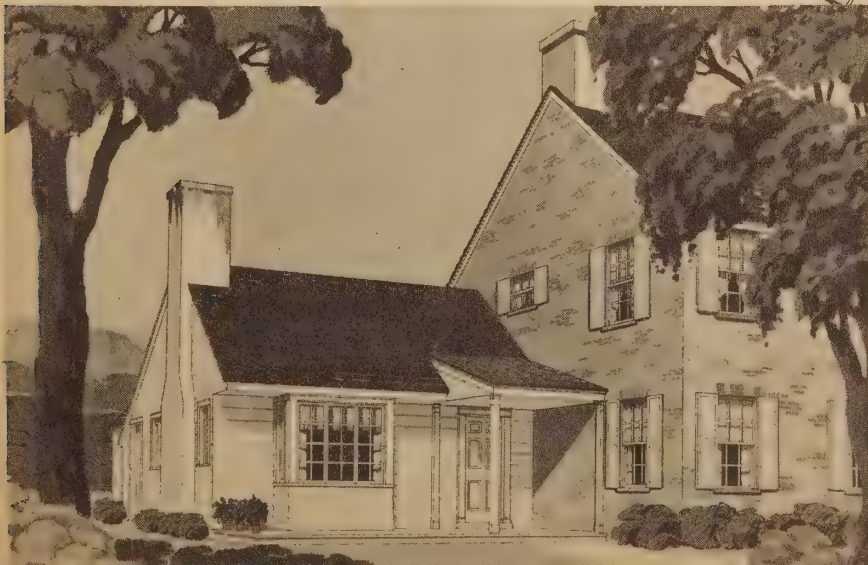
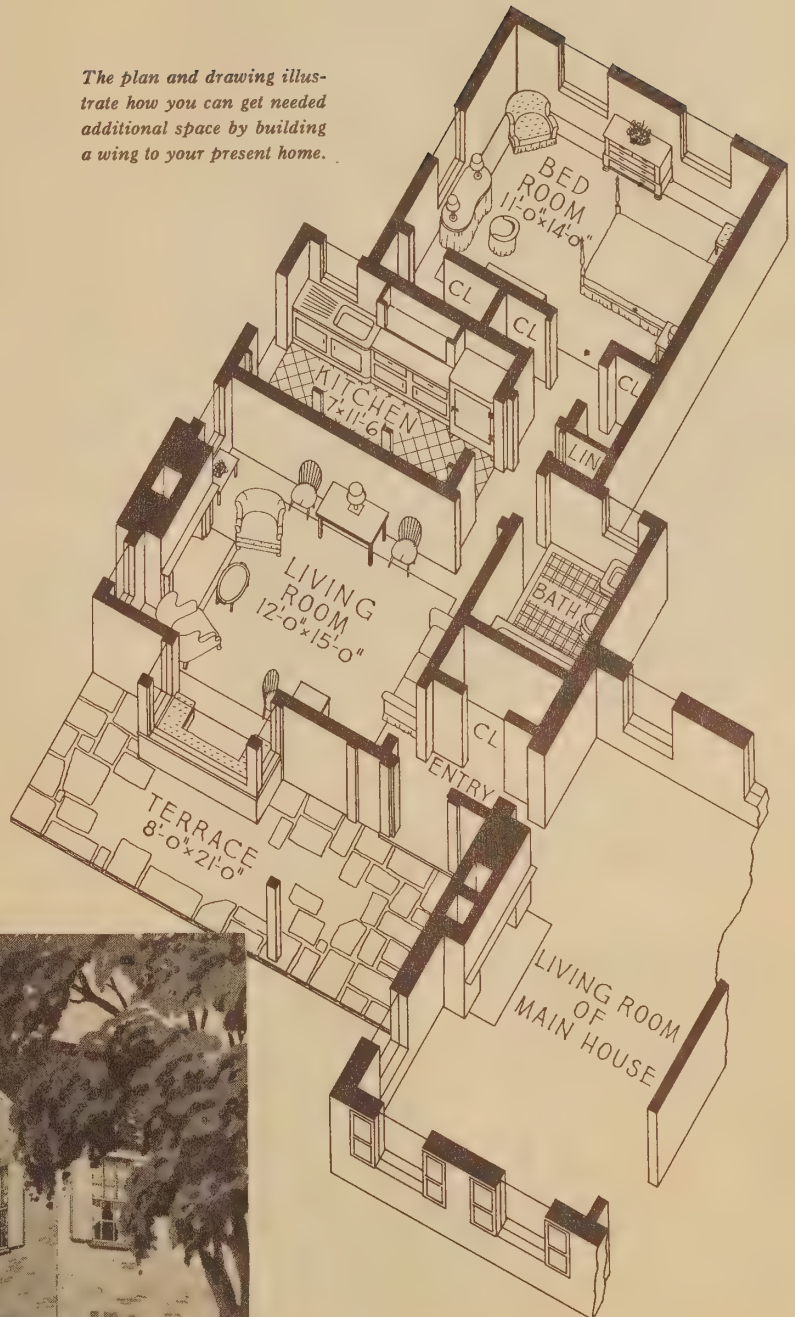
The wing is 22' wide and 34'6" deep. Five closets give ample storage space, and a disappearing stairway in the bedroom hall would give access to the attic if more were needed.

There are many uses to which this arrangement might be put. It might be used by a married son or daughter. A mother-in-law would find such a wing a comfort for she could have her own things around her and entertain her own friends; be with her children and yet apart from them at the same time.

Or such an addition could become an ideal office for a doctor or dentist. The living room would then become a waiting room, the bedroom an office or consultation room, and the kitchen a laboratory or operating room. Here again the separate entrance is an important feature.

This added wing could also be used as an apartment, in which case the income should repay over a period of years the capital spent in erecting it.

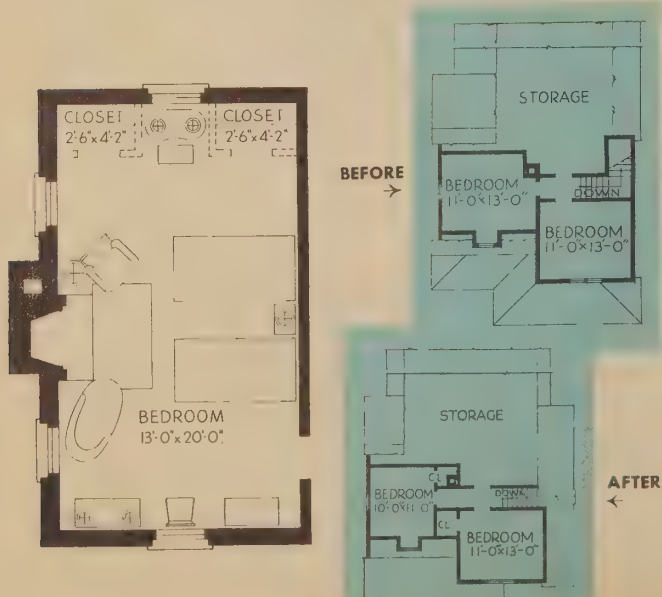
The plan and drawing illustrate how you can get needed additional space by building a wing to your present home.



CLOSETS WHERE NONE WERE BEFORE



The photograph above shows how two closets can be built into a good sized long bedroom that has none. The plan at left below shows how this was done. Sheetrock, the fireproof wallboard is ideal for construction such as this. The before and after plan shows how two bedrooms, formerly without closets, obtained them with hardly any sacrifice of bedroom space.



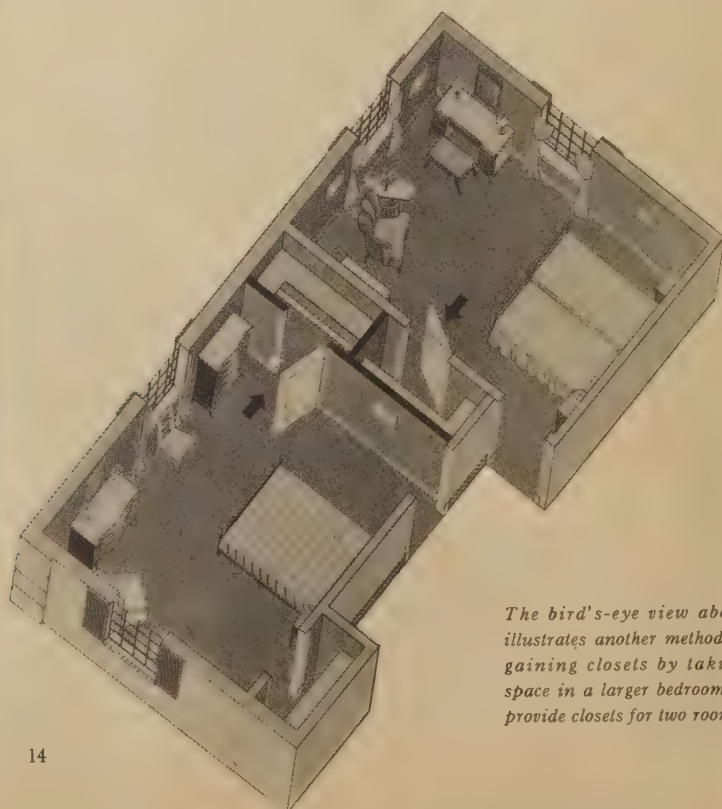
INSUFFICIENT closet space is an inconvenience many people complain about, but do little to correct. This is unfortunate, for many houses go unrented, or sell at a sacrifice because of insufficient closet space. And it is a fault that can often be easily corrected by adding a closet or two to rooms that need them.

The photograph on this page shows a long room that had a single window in an end wall. Building two closets 2' 6" x 4', one on each side of the window took little useful space. Even in smaller rooms this can frequently be done, using either Perforated Rocklath and plaster on the studding, or gypsum wallboard such as Sheetrock.

Another common problem occurs when there are two adjoining bedrooms, the larger of which has only one closet and the smaller none. The solution is to steal a little space from the larger room and gain two closets, one for each bedroom.

Having enough closets is important, but planning them well is equally important. Properly to solve your closet problem, you should do these things:

First, inventory all of the possessions for which you will need storage space. Next, decide where each article may be most easily reached—where kept in the best condition. Third, check dimensions and layouts of closets and storage rooms to make sure they provide sufficient space. Fourth, check each room and part of the house to make sure it has enough space to keep the things which are used in or near it.



The bird's-eye view above illustrates another method of gaining closets by taking space in a larger bedroom to provide closets for two rooms.

FITTING A GARAGE TO YOUR HOME

A GARAGE is a necessity for most American families, as shown by the fact that real estate authorities covered by the U. S. Gypsum—*Architectural Forum* survey agreed that providing one may increase rental value as much as 9%.

The modern garage is an evolution of the stable and until recently was relegated to the back of the lot. While there were good reasons for getting the stable as far from the house as possible, they do not apply to the garage.

Our automobiles are so frequently used that most authorities on home planning now maintain that the garage should be a part of the house—a part of the entrance area, easily accessible to both living and service parts of the building.

One way of handling the garage as an addition is to build it with a flat roof which can be used as a sun deck. It is also desirable to include partitioned space for storing garden tools, outdoor furniture and other articles in the garage. When attaching garage to the house, it is particularly desirable to use fireproof materials such as gypsum tile (Pyrobar Partition Tile), Perforated Rock-lath and plaster or Sheetrock. Many building codes require this type of construction.

USG MODERNIZING PRODUCTS

For full details on the many USG products which help build comfort and value into your modernizing, please turn to pages 48 to 81.



← BEFORE

↓ AFTER



Good modern planning calls for the garage to become a part of the house, rather than to have it separated from the house. The convenience and comfort of such an arrangement are obvious. The illustration above shows how a good architect can set house and garage together into a pleasant attractive architectural whole.



When building a garage as part of the house, consider designing the garage with a flat roof, as this will give a pleasant and useful terrace. At the left before and after pictures show how an old farmhouse was remodeled into a pleasant modern building. The handling of the two-car garage and the new wing are interesting.

YOUR KITCHEN AND LAUNDRY—

HOW TO MAKE THEM EFFICIENT AND ATTRACTIVE



IF you have a kitchen that is not quite up to date, it is a fault easily and economically remedied, for with new equipment, careful arrangement and a very minimum of structural change your kitchen can be as modern as that of the newest home.

An old-fashioned kitchen is a drag on the housewife who has to work in it—a burden that takes a heavy toll in fatigue and energy. It also seriously depreciates your property, while a modern kitchen in the great majority of cases adds dollars to rental returns and resale value.

The basic elements of planning an efficient kitchen are the same no matter how large or small it may be. These elements are the three “centers” which every kitchen

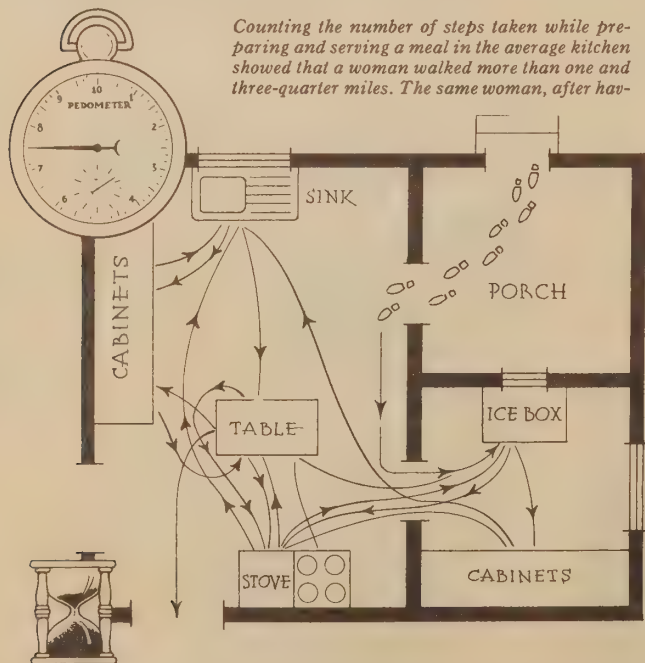
should have. They are:

- The Storage and Preservation Center
- The Preparation and Cleaning Center
- The Cooking and Serving Center

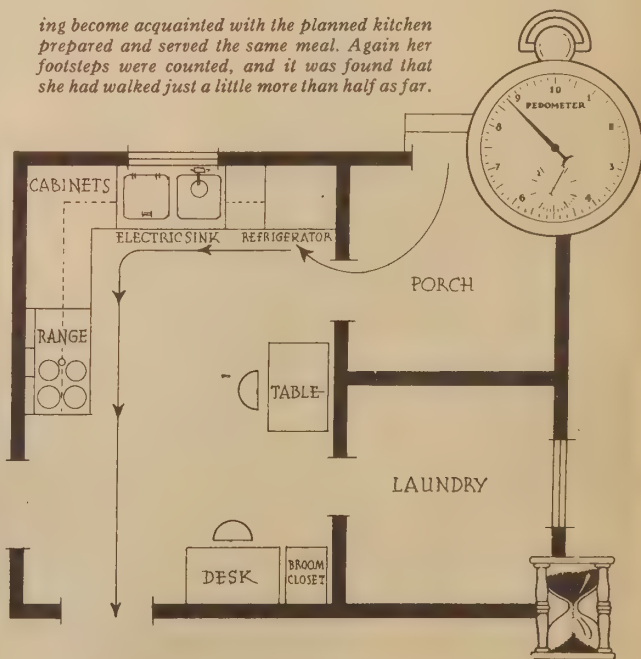
In a scientifically planned kitchen, the preservation and storage center with the refrigerator should be near the dining room entrance, and the preparation and cleaning center should be conveniently located between both the refrigerator and range. With such an arrangement, the preparation and serving of every meal progresses easily, in an orderly fashion with a minimum of steps, energy and time.

Kitchen Arrangements

There are four generally recommended arrangements for these work centers in a modern, efficient kitchen. They are:



ing become acquainted with the planned kitchen prepared and served the same meal. Again her footsteps were counted, and it was found that she had walked just a little more than half as far.





This drawing shows a modern kitchen which has been planned for utmost efficiency and convenience. Adequate storage space and proper arrangement of the three work centers all share in reducing the work of Mrs. Homemaker.



1. The "U" Shaped Kitchen
2. The "L" Shaped Kitchen
3. The "Corridor" Plan
4. The "One-Wall" Kitchen

The "U" Shaped Kitchen

This is considered the best of the three standard arrangements because it is the most compact. In this plan, the *Storage Center* forms the arm of the "U" nearest the service entrance; the *Cooking and Serving Center* takes the arm adjoining the dining room door and the *Preparation and Cleaning Center* forms the base of the letter.

The "L" Shaped Kitchen

Next in preference is the "L" shaped kitchen with the *Preparation and Cleaning Center* at the elbow and the other two at the extremities near their proper doors. One advantage of this arrangement is the space it readily provides for breakfast alcove or work center, although this can also be arranged in the "U" shape. Incidentally, when planning for this extra space, be sure to locate it off the direct traffic route of the other three centers.

The "Corridor" Plan

Where the "U" or "L" shaped plans are not practical, the "Corridor" arrangement is generally possible. This places two centers on one side of the room with the third on the wall opposite. This plan is not as compact as the other two, and you have to watch out lest the doors, directly opposite each other at the two ends, make the kitchen a passageway for everyone in the house.

Where it is impossible to have any of the above three types of layout, the last resort is a "one-wall" arrangement. This plan, however, should not be used if any other of the alternatives is possible.

Modern Kitchens Are Smaller

The efficiency of the modern kitchen has caused it to shrink. However, like all good things, this can be overdone and your remodeled kitchen should be large enough comfortably to accommodate the people who normally work there. Your kitchen dimensions also depend on the size of your equipment, which in turn depends on the size of your family and the amount of entertaining you do. To avoid crowding, there should be at least four feet clearance between work centers or other obstructions, and if yours is the "U" shaped plan, five feet are better. Common and recommended kitchen sizes are 8' x 10', 8' x 12', 10' x 14' (a medium size), and 12' x 16', or 14' x 16' (large).

After replanning your kitchen, you may find there is enough excess space left over from your present kitchen to provide a pantry between your new kitchen and dining room, a maid's lavatory or a needed extra closet.

Doors and Windows in the Kitchen

Windows are usually best located above the sink,

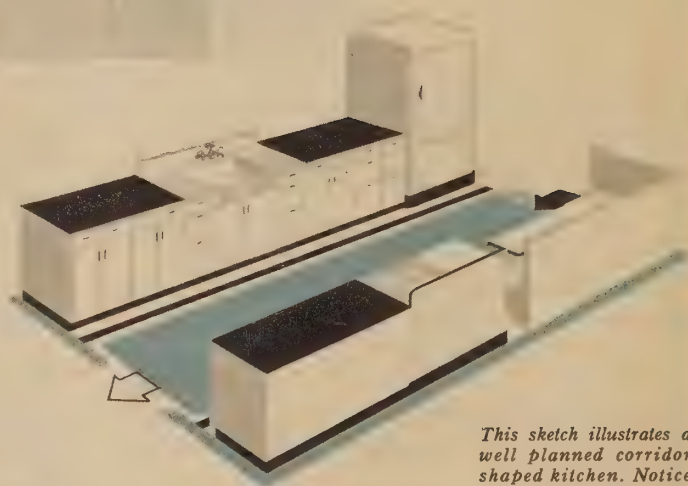




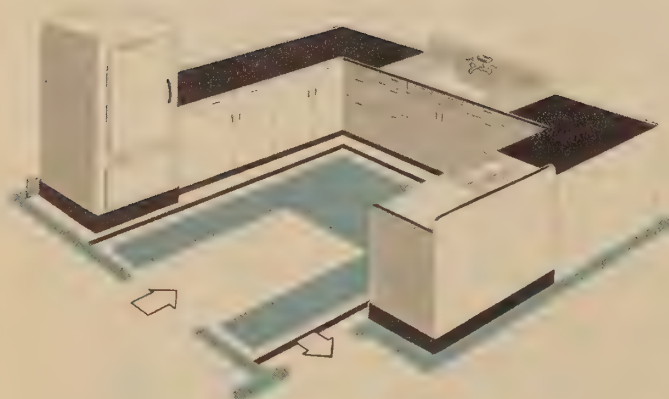
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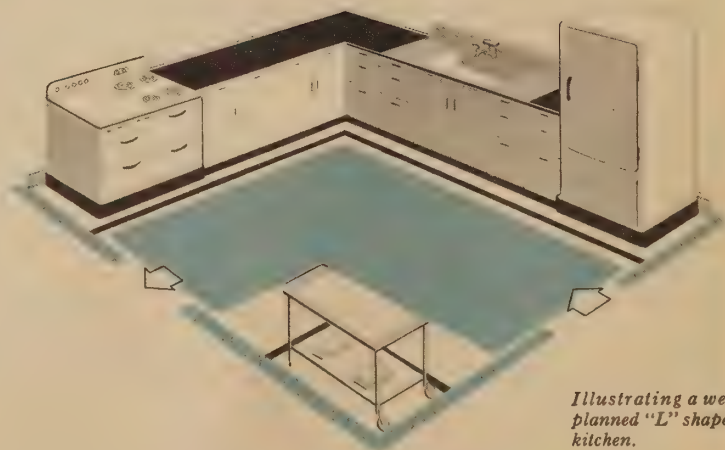
In this remodeling job the work centers have been conveniently rearranged. The most striking improvement is the ample provision of work surfaces which the new kitchen has and which were lacking in the old one. Also notice the additional cupboard and storage space.



This sketch illustrates a well planned corridor shaped kitchen. Notice the space for informal kitchen eating.



A well planned "U" shaped kitchen.



Illustrating a well planned "L" shaped kitchen.

above the *Preparation and Cleaning Center*. Sometimes it is possible to place them in a corner.

If at all possible, a kitchen window should overlook the play yard so that you can keep an eye on your children without continually leaving your work.

In rearranging your kitchen, watch the doors. Too many or their improper placement can ruin the room. If possible, there should be no more than two doors and they should be placed at corners, for then there is less chance of their interfering with any work centers.

You can eliminate a lot of doors leading out of the kitchen by including an entry (even in a small house) from which doors open to kitchen, maid's room, front hall, cellar, garage and cleaning closet. The entry should be easily reached from the rest of the house and if possible have a door open from it to the front hall so that you can go directly to the front door without passing through another room.

Kitchen Walls, Floors and Ceilings

For kitchen walls and ceilings, it is hard to improve on either plaster (over Rocklath, metal or insulating lath), or Sheetrock surfaces. They should be painted with an enamel that will stand plenty of scrubbing. This finish is easy to keep clean and lasts a long time without repair or redecoration.

Furthermore, Perforated Rocklath, or Metal Lath and plaster, and Sheetrock are fireproof so that with the material you get the extra protection of fireproof products.

If your present kitchen walls or ceiling are in bad condition, the ideal material to use is Sheetrock, the fireproof gypsum wallboard, which goes right over the present surface. Perf-A-Tape, a patented treatment, with

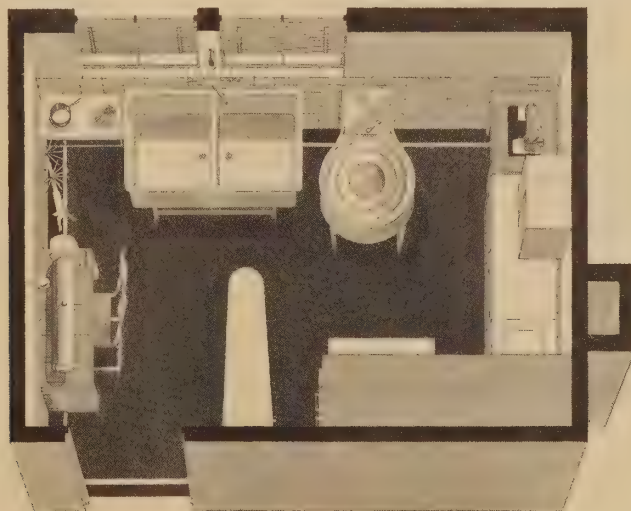


One of the most important "units" in any kitchen is a "pot and pan" closet. Here any pot or pan is readily accessible without the inevitable search necessary when pans are placed one upon another in a drawer.

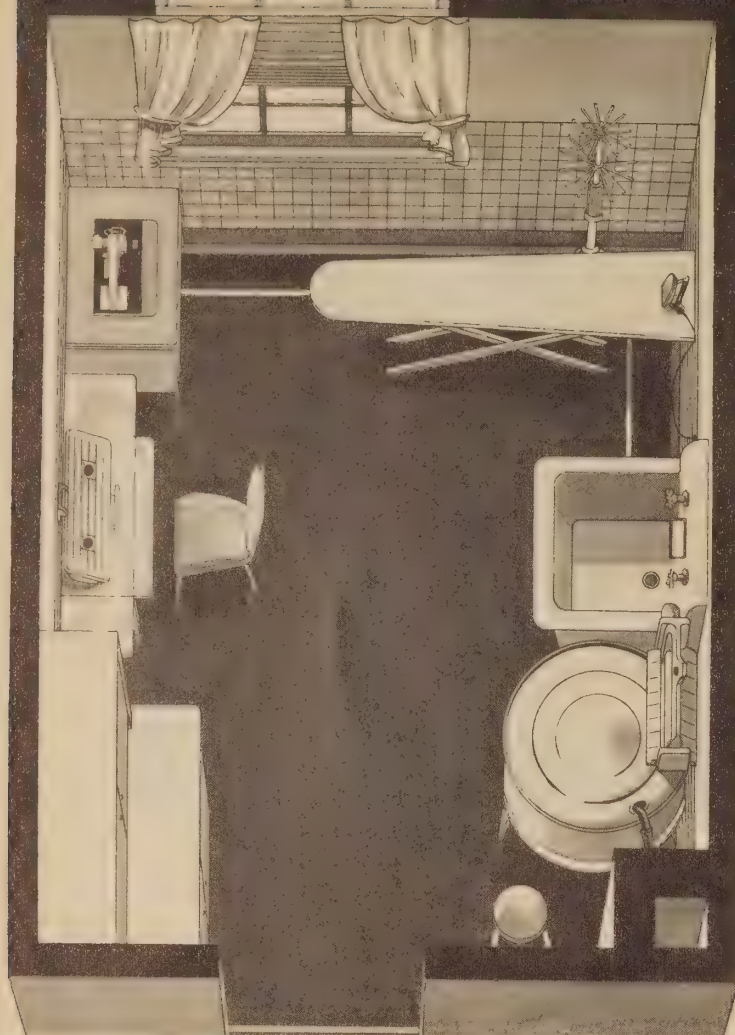
this material makes the wallboard joints absolutely invisible, giving a smooth, even surface, ready for painting.

Another popular material for kitchen walls is Sheetrock Tile Board, which combines the attractive appearance of tile with the fireproofness and economy of gypsum.

Kitchen floors should be resilient to the feet, impervious to moisture, grease or fruit juices, and have long wearing qualities. For these reasons, linoleum is a preferred material. If you use it on your new kitchen floor, have it waxed and then give it daily care with a dry mop. Linoleum should not be frequently scrubbed with soapy water.



Here is a floor plan of a laundry in which the main objective in planning was to "route" the work and save steps.



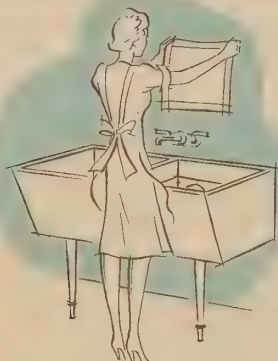
Here is a floor plan of a laundry in which the main objective in planning was to "route" the work and save steps.



range for pots and pans to eliminate the tiresome effort of stooping and searching for these utensils.

The other is a closet for storing cleaning equipment, such as vacuum cleaner, carpet sweeper, pails, mops, brushes and brooms. A recommended size for this closet is 16" to 18" deep, 3' long and 5' 6" high, so that brooms and mops can be hung off the floor. There should be small ventilation holes at the top and bottom of the door.

All utensils and supplies should be conveniently stored at the point of first use or duplicated where used frequently at more than one point. For example, a frying pan is first used at the range, for it is usually heated before food is placed in it for cooking. It should, therefore, be stored at or very near the range. But a saucepan used for cooking vegetables such as potatoes is filled with the vegetables at the sink, hence it should be stored near there. Table china such as dinner plates, usually warmed before serving, should be stored near the warming oven or plate warmer, while silver and glassware may be located as near to the dining room as possible, as they are first used at that point. Serving dishes belong near the range or serving center.



Lighting and Ventilation

You will need one general ceiling light, preferably enclosed in diffusing glass to prevent glare. You will also want lights at the sink, over the range and under the cabinets at the preparation center.

A ventilating fan at a kitchen window is a great help.

It prevents cooking odors from traveling through the house, and keeps the kitchen cooler. It also keeps the room cleaner, because a fan draws vaporized grease out of the room before it can mix with dust and settle on walls, ceiling or floor.

Two Cabinets Every Kitchen Needs

There are two cabinets which should be included in every kitchen. One is a storage cabinet placed near the

Putting the Laundry in Its Place

Wash day is no longer one of back-breaking labor—at least it need not be, for intelligently planned space and modern equipment can carry most of the load.

Because of the rubbing, splashing and boiling that used to characterize wash day, the laundry was put in a corner of the basement where spilled water didn't matter and steam wouldn't go through the whole house. But rubbing and splashing have been eliminated and boiling, except for handkerchiefs and diapers, is considered to be not only unnecessary but downright injurious to clothes.

Bringing the Laundry Upstairs

Today we can bring the laundry upstairs and there are many advantages in doing so. You can step right out of doors with your clothes when you are ready to hang them out to dry. You do not have to carry baskets heavy with wet wash up a flight of stairs to the drying



Here is a room that might serve several purposes. With the laundry equipment out of the way, it becomes a play room for the children or a cheerful spot for mending.

yard. And if you properly place your laundry, you can watch your children play from its windows.

Wouldn't it be simpler if you did not have to run up and down stairs on wash day to answer the telephone or door bell, prepare Jimmy's lunch or make sure the baby was not kicking off the covers as she took her nap? A laundry as a part of or off the kitchen on the first floor is the modern and sensible solution. However, regardless of its position, whether on the first floor or in the basement, its equipment should be in a properly planned room.

Combining Kitchen and Laundry— The General Utility Room

With the constant improvement in laundry equipment and methods there has been a growing tendency to combine the kitchen and laundry space. The washing machine fits conveniently out of sight under additional work space (of which no kitchen is ever oversupplied), as do the laundry tubs. If a flat plate or rotary iron is used its convenient table top cover helps it to serve as an additional mobile unit.

The more popular tendency, especially where the basement is entirely eliminated, is to put the laundry into a general utility room. This room would include the oil burner or gas furnace and in addition often serve as a convenient play room for the children. Cabinets can be built to accommodate their playthings and they are assured of a safe, dry place in which to play.



Electrical outlets in your laundry should be at elbow level rather than at the baseboards in order to avoid unnecessary stooping, and each appliance should be on its own circuit so that you can use more than one at the same time. If possible, your laundry plan should also include a drier, so that you need not be dependent on the weather.

Plastered walls and ceilings over Perforated Rocklath or Sheetrock Tile Board are ideal for the laundry. They should be painted with several coats of washable paint in a warm, light, clean looking color. You will naturally take care to avoid glare. Ivory, a warm yellow or soft green are ideal colors for laundry walls or ceilings.

You will want the floors of a durable, easily cleaned material which is resilient so that it does not tire you. Inlaid linoleum or some other washable floor covering is the suitable type of material to use.

USG PRODUCTS

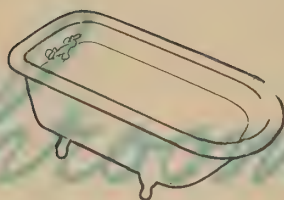
For full details on USG products used in kitchen and other types of remodeling, refer to pages 48 to 81. Some of the products most frequently used in kitchen and laundry modernizing are:

**Sheetrock Fireproof Wallboard
Sheetrock Tile Board
Perforated Rocklath
Red Top Plasters and Lime
Red Top Keenes Cement
Red Top Metal Lath
Weatherwood Insulating Lath**

NEW

Bathrooms

FOR OLD



THE lack of an adequate number of bathrooms is one of the most serious deficiencies in older houses. Many families have been needlessly depriving themselves of the advantages of additional bathroom facilities because they have the impression that this extra bathroom must be large. Quite the contrary. If necessary, the three essential bathroom fixtures can be placed in a room as small as 5 by 5 feet.

It is often possible to remodel an old closet in the bedroom next to the existing bathroom, into another bathroom. Or an unused bedroom between two other bedrooms might be transformed into an extra bathroom, and a dressing room. For a first floor bathroom, perhaps a rarely used front closet or a pantry will serve.

Other alternatives to provide the family with adequate plumbing facilities include a shower compartment, possibly in a hall closet; a duplex bathroom with the tub recessed and having a small compartment separate from

but adjoining the bathroom; an extra water closet in a compartment adjoining the bathroom proper; a shower in the basement or garage; or a closet combination in the basement or garage. The three fixtures essential for the bathroom are the tub, closet and lavatory. If space is cramped possibly a shower cabinet may be substituted for the tub. This is often a wise selection for the extra bathroom.

Finding a Place for a Powder Room

The powder room or first floor washroom means a room containing only two of the usual bathroom fixtures; that is, a lavatory and water closet. It is primarily a convenience room for the family and guests. If possible, it should be large enough to accommodate a dressing table, as well as the two plumbing fixtures.

Preferably the powder room should be located near the living room or front entrance. But, just as important is that the location should not be visible from the living room or dining room. The front closet, or an under-



Shown in this illustration is an old bathroom brought up-to-date with new walls and ceiling, gay decorations and three new fixtures that match perfectly in style and design. The low closet is almost noiseless in its flushing action, the vitreous china lavatory has a beautiful high luster and cannot chip or stain, while the tub fits snugly to the wall and floor and has no hard-to-clean spaces.

← BEFORE



AFTER →

the-stairs closet, or a back hall end may prove just the location.

Planning the Arrangement

The lavatory, as the most graceful of the bathroom fixtures, deserves the best position, so that it will greet the observer whenever the door is open. The tub would be second choice, and, if at all possible, the water closet, should never be placed where it can be seen when the door is open.

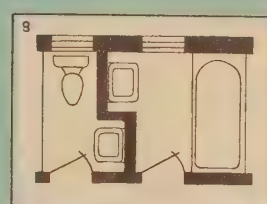
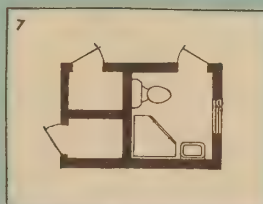
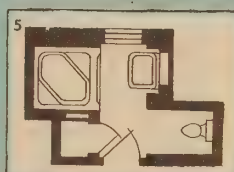
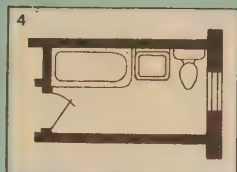
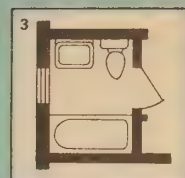
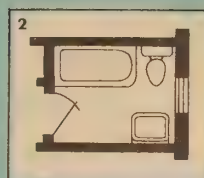
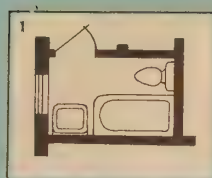
Some general admonitions to keep in mind in working out the arrangement of bathroom fixtures are: Fixtures should be placed on inside walls—this is a protection against frozen pipes; fixtures should be so placed that it will not be necessary to include a bend in the piping or waste stack—at least not from the closet; the radiator should be placed in the outer wall under the window; the tub, particularly, should not be placed under the window.

While the modern trend is toward the larger bathroom, the preferred size for the room is about 6 x 8 feet. Bathrooms can be as small as 5 x 5 feet, and still have sufficient room for the three fixtures; while if a shower cabinet is used in place of a tub, the room size may be reduced to as little as 3 x 6 feet. Space saving fixture sizes for the closet and lavatory will, of course, have to be used. But it can be done.

Decorating the Bathroom

Simplicity is the first consideration in the development of a color scheme for your bathroom. The starting point should be the selection of the color for the plumbing fixtures. The next matter is the selection of colors for the walls, and floor. After this comes the choice of permanent accessories such as the medicine cabinet and mirror, and towel bars. Easily changed accessories such as the draperies, shower curtain, and rug may be selected last, as an accent to the other equipment.

One of the most successful and inexpensive materials for bathroom modernization or new bathrooms is Sheetrock Tile Board, a gypsum board marked off in 4 1/4" tiles. This can be painted or enameled to fit any color scheme and in addition to being fireproof is easily and quickly applied with a minimum of fuss and disturbance.



Plans 1, 2, and 3 show a more or less conventional arrangement of fixtures in a typical bathroom. All of these are desirable layouts. Note that the bathtub is not placed under the window in any of these sketches. In most cases, the plan makes the lavatory the most conspicuous fixture in the room. The lavatory, in most cases, is well lighted by being near the window. Plan 4 is a less conventional arrangement. The grouping of all of the fixtures along one wall tends to lower the cost by reducing the amount of piping and the labor. Plan 5 shows the interesting effect which can be obtained by having a bathroom irregular in shape. Note the recessing of the closet, the use of the square bathtub, and the roomy linen cabinet in this bathroom. Plans 6 and 7 illustrate the space-saving features of the shower cabinet. The square type of shower cabinet is used in No. 6 and the corner type in No. 7. Plan 8 shows a duplex bathroom popular in low cost housing where economy of space is desirable. Note that this arrangement provides approximately the convenience of two bathrooms at a considerable saving. The clever arrangement of backing up the fixtures effects a considerable reduction in the cost of labor and pipe.

USG PRODUCTS

For full details on USG products used in bathroom and other types of remodeling, please refer to pages 48 to 81. Some of the products most frequently used in bathroom modernizing are:

**Sheetrock Fireproof Wallboard
Sheetrock Tile Board
Perforated Rocklath
Red Top Keenes Cement
Red Top Metal Lath
Weatherwood Insulating Lath**

FOR OLD ROOMS



You can often modernize without moving a partition or changing a room's location. Repainting in bright, modern colors with Texolite; putting fireproof Sheetrock wallboard over cracked and dingy surfaces; refinishing walls and ceilings with the new Weatherwood Blendtex tile and plank which insulates, decorates and quiets sound are a few of the ways to transform shabby interiors into attractive rooms.

Or, you can substitute graceful arched openings for clumsy heavy openings, and build recesses into walls for telephone niches or book shelves with the same type of metal arches.

Your materials dealer has in stock attractive corner cupboards which hold dishes or glassware and work wonders in brightening a dining room. Or a new modern mantel for the fireplace—along with the new walls and ceilings—will add a touch to the living room it long has

needed. Your dealer also carries these in stock—beautiful reproductions of some of the finest early American pieces, as well as work fresh from the desks of splendid modern designers.

This type of remodeling—refinishing your rooms to fit the modern mode—is a value-building investment. The United States Gypsum—*Architectural Forum* survey shows that real estate experts agree it may increase the average rental value of a home by as much as 13%. So the suggestions on the next few pages may contribute to the worth of your home, as well as to its appearance and livability.

Recovering Cracked, Dingy Walls and Ceilings

You can patch cracked walls and ceilings or you can replaster certain sections. However, if your walls are in bad condition you will generally find it less expensive to cover the existing wall with Sheetrock. This will not only give you a pleasing and lasting surface, but added



New beauty can be added to your present living room by covering walls and ceilings with Recessed-Edge Sheetrock, the fireproof wallboard, with the vanishing joints. You have a smooth, even surface ready for any type of decoration.

BEFORE



AFTER



A living room of doubtful ancestry has here been transformed into a delightfully "homey" living room. Knotty pine paneling and wall-paper over Perforated Rocklath and Plaster were successfully combined to create this pleasing room.



If possible, include a fireplace in your remodeling plans. Nothing will add so much to the enjoyment of your home as an open fireplace. The mantel need not be costly but great care should be taken to see that the chimney construction is as perfect as possible.



Corner cupboards are desirable not only for display—but for extra storage space. It is well to use a plain background, as shown in the photograph at the left—and the color should be neutral.

For kitchen or bathroom walls there is a Sheetrock Tile Board which combines the appearance of tile with the economy of wallboard. It produces a finished wall or wainscoting with tile-like squares approximately $4\frac{1}{4}'' \times 4\frac{1}{4}''$. The board will take any type of decoration, however a washable oil paint or enamel is recommended for bathroom or kitchen surface.

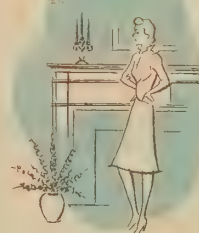
Sheetrock also comes with wood grained finishes which meet almost

any situation in home remodeling that calls for paneling with a wood finish. They are especially adaptable for basement remodeling because gypsum boards are not affected by dampness, hence do not warp.

Another product that has tremendous appeal to those wishing to remodel is Weatherwood Blendtex insulating interior finish. This predecorated material comes in both tile and plank and in a variety of sizes. It offers unlimited decorative possibilities.

Insulation board of this type is ideal for remodeling the attic—for making waste space into a den, extra bedroom, or "utility" room. It is likewise ideal for finishing the basement and to make a recreation room for children in daytime and the grown-ups at night.

This material, which at one time builds, insulates, decorates and quiets comes ready to use. It is



AFTER ↓



↑ BEFORE

the joints. Today this objection has been eliminated by the patented Sheetrock joint treatment which assures smooth walls and ceilings with invisible joints.

Quarter-inch Sheetrock board is especially desirable for remodeling because it is thin enough to go right over, old walls and ceilings and still fit window casings, mouldings, etc. You can remodel with the $\frac{1}{4}''$ Sheetrock conveniently, economically and with a minimum of interference in the home while the work is going on.

The transformation of the china cabinet and the removal of the golden oak arch did much to create this new inviting interior. The light painted walls show off the antique furniture to much better advantage.





Recessed-Edge Sheetrock, the fireproof wallboard, goes right over old walls and ceilings to give new beauty to the room. You can make joints vanish.

erected easily, rapidly and economically—with a minimum of disturbance and inconvenience.

For modernizing interiors built before arched openings became the vogue, a metal (steel) arch assures an effective and economical method of securing uniform, symmetrical arched openings. The metal arches are easily erected in the old partitions, over the lath, and the new plastering can be confined to a limited area.

Metal arches are also effectively used for arched wall recesses and many other ornamental uses.

Selecting the Wall Finishes

If you decide to paint you may wish to use an oil paint or enamel for the kitchen and bathroom walls. This is desirable because such a surface can be frequently scrubbed and offers resistance to the high humidity frequently created in these rooms. Oil paint or enamel is

also preferred for children's rooms, baseboards and woodwork that must be frequently washed.

For the balance of the house, you will be pleased with the beautiful color effects which can be achieved with casein paint, such as Texolite or Textone.

These paints, in addition to their beautiful colors, have unusually high light reflectivity, making your rooms light and cheerful. They neither fade nor yellow with age, and they are extremely economical. They do not "soak" into the surface to such a great extent and thus a gallon of these paints goes a long way. Also, their



The charming bedroom at top and living room below were achieved by the use of Weatherwood Blendtex on walls and ceilings.

hiding qualities are such that a single coat generally does the job.

There is a growing tendency toward a soft, interesting texture in walls—a compromise between plain expanse and the rough bold textures of a few years ago. Interesting designs and treatments are possible in textured surfaces with casein paint products made especially for this purpose.

Where walls and ceilings have become patched and scarred from long usage, it is possible to renew the surface with a texture paint such as Textone. This work

These graceful arches were achieved by the use of Red Top Metal Arches and Red Top Plaster.



can be very economically done and offers unlimited opportunity for individual expression in design. If desired, ornamental stencils and designs can easily be produced with the material.

If you are thinking of wallpaper, there is much to be said for the idea of deferring it for a year or so after remodeling, perhaps experimenting meanwhile with some of the newer color schemes made possible by casein paint, such as Texolite.

With this material you can achieve beautiful effects overnight and at a minimum of cost. After refinishing



These decorative treatments are produced with Textone and simple articles found in most households.

walls and ceilings many home-owners like to experiment with furniture groupings and coverings, and under this plan they can do so at minimum expense.

Selecting Doors and Windows

New doors and windows often become a part of re-finished walls, as well as other types of remodeling. These products which used to be custom built are now, in most cases, factory fabricated stock items. Needless

A wall decoration of this type is easily achieved by the use of Sheetrock Wood Grained finishes which come in Knotty Pine, Douglas Fir, Walnut and Matched Walnut Panels. The material not only saves you money but adds fire protection as well.

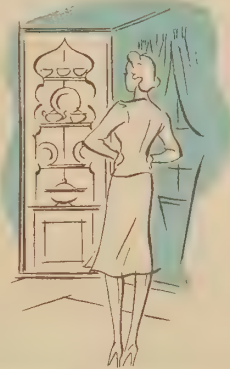


This living room was built of Recessed-Edge Sheetrock with Perf-a-Tape joint system. Many beautiful color combinations for rooms of this type can be achieved with Texolite.

to say, this greatly reduces their cost. Therefore, the wise buyer selects stock items and sees to it that his room and wall openings are framed to accommodate stock sizes.

In the selection of doors and windows be sure that you get kiln-dried wood, and have it primed with a coat of paint immediately before or after delivery on the job. Dealers take great care that their stock does not warp and the same consideration should be given on the job.

When selecting windows you will find that there are two general types—the familiar double-hung, vertically sliding, counter weighted sash;





A built-in niche for the telephone is a convenient and decorative touch to the room, easily and economically installed with stock materials.

or the hinged horizontally swung casement sash. The architectural style of your house will determine which you should use.

Recently developed windows of the double-hung type have largely eliminated sticking and binding. These windows are easy to drape, shade and screen. The main objection to them is that only 50% of the area is available for ventilation. The casement window is favored for ventilation advantages and ease of cleaning.

The better grade windows of both types come equipped with weatherstripping and with provision for full length storm sash and screens.

Regardless of the type of doors and windows you use, waterproof building paper should be run under the outside casings to prevent draft. To insure a tighter fit, sills should be rabbetted (or grooved) to fit into the clapboards or other outside construction. Also, proper flashing should be put over the top of windows to keep water out. Window stops should be adjustable to allow for possible shrinkage in the sash. For longer life both frame and sash should be fitted together with a paste or putty of linseed oil and white lead.

Some Practical Advice on Interior Decorating

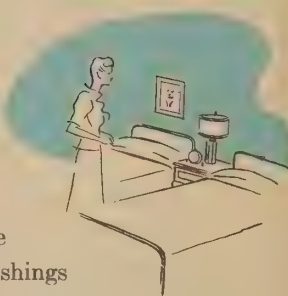
Before you decide upon any major changes to the walls and ceilings of your home there are four factors against which you should check your ideas. They will help you remodel and



This new type of window eliminates much of the sticking and binding prevalent in older types.

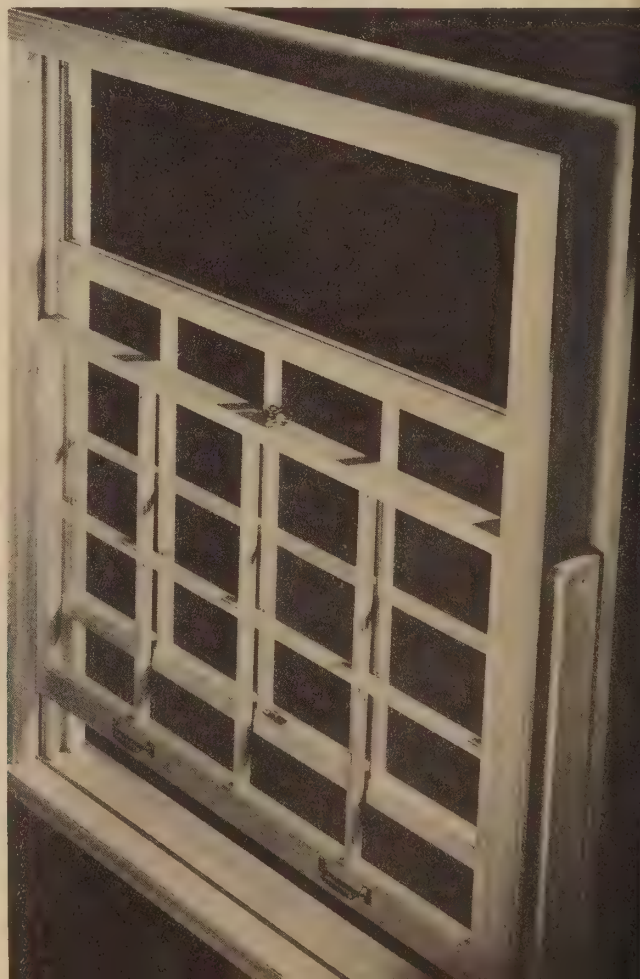
redecorate intelligently, so that the work will truly be "modernization," not just change without improvement. These four factors are:

1. The type of your house
2. The style of your furnishings
3. The use of your rooms
4. The size and shape of your rooms



Type of House

The style of architecture of your home should set the pace for its interior treatment. For example, in an English house the walls may be rough and darker. Large floral patterned paper is suitable for the bedrooms, while the windows will be of the casement type. On the other hand in the average American or Colonial home there is a tendency toward less texture, and wall-paper runs toward the small all-over calico patterns. Windows are of the double-hung type.



The Style of Furnishings

Your furniture, its "weight" and coverings should have considerable influence upon your wall, ceiling and floor decoration. For example, if your furniture coverings are colorful, it will be well to plan your walls and floors as a quieter background for these pieces, using soft, blending shades that have high light reflection. The flooring in this case should also be plain and tend toward the medium or lighter shades.

The Use of Rooms

While it is a good rule to select a color scheme for the whole house, it is well to consider each room as a separate decorating problem. For example, while we may decorate the downstairs lavatory or "powder room" in bold and striking designs, it is well to confine the decoration of the main bath to somewhat softer shades. The same generalizations hold true for other guest and family rooms. The dining room should also have a "formal" feeling, even in an otherwise most informal house.

The exposure of rooms also influences the way in which they are finished. For example, for north or east rooms

Few people realize that there are hundreds of different styles and types of doors. One of the country's leading door manufacturers alone, lists over 300 individual designs. This wide variety permits the selection of exactly the "right" type of door for each entrance, interior or garage door requirement.



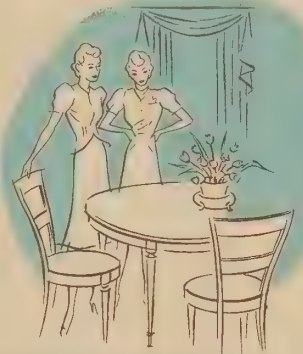
Red Top Metal Lath or Perforated Rocklath and Red Top Plaster and one coat of Texolite, the new casein paint can insure the beauty of newly enlarged rooms.

which do not get as much sunlight, or get the cooler indirect lights, use warm colors such as yellow or peach. In south and west rooms, however, the cooler and more neutral colors such as warm gray, gray green and light blue are desirable.

The Size and Shape of Rooms

The size and shape of a room influence the way in which you finish it because one color or architectural treatment can make it look larger while another will apparently reduce its size. Or a treatment which is quite in keeping in one room may be out of proportion and key in another.

Thus, generally speaking, in a small room use a small pattern. In a narrow room with high ceilings to give the impression of less height and greater width, you may run a molding 12" to 18" below the ceiling line and if wall-paper is your choice for decoration, use horizontal effects. Conversely, for rooms with a low ceiling use vertical-striped effects.

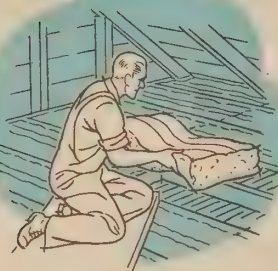


U S G MODERNIZING PRODUCTS

For full details on the many U S G products which help build comfort and value into your modernizing, please turn to pages 48 to 81.

These quality materials include Lath, Plasters, Lime, Wallboards, and Asbestos Roofing and Siding, Paints and various types of Insulation.

INSULATION ADDS COMFORT AND Pays FOR ITSELF



INSULATION is considered a necessity in today's homes and rightly so because of the proven economy and comfort which it contributes.

But along with the universal acceptance of insulation, there is a universal confusion concerning it. It is often difficult for the architect, builder and home owner to pick their way intelligently among the many apparently conflicting claims for this material or that, and there is uncertainty regarding the amount of money to spend on insulation. This confusion is really unnecessary. Every type of insulation has its merits, and the choice of which to use depends upon the problems of the individual job.

Here is a yardstick which we believe to be a fair measure of the worth of any type of building insulation:

1. Heat Resistance

The primary function of insulation is to retard the flow of heat at a cost less than the cost of the heat that would otherwise be wasted. The ideal insulation, therefore, provides the greatest possible resistance to heat flow per unit of cost.

2. Range of Conductivities

The amount of insulation, varies with climate and the insulation value of the other structural materials in the building. The probable life of the building and the cost of fuel also determine the amount of insulation needed. For this reason, the owner should select the insulation offering the resistance to heat flow which he needs for his particular insulation problem.



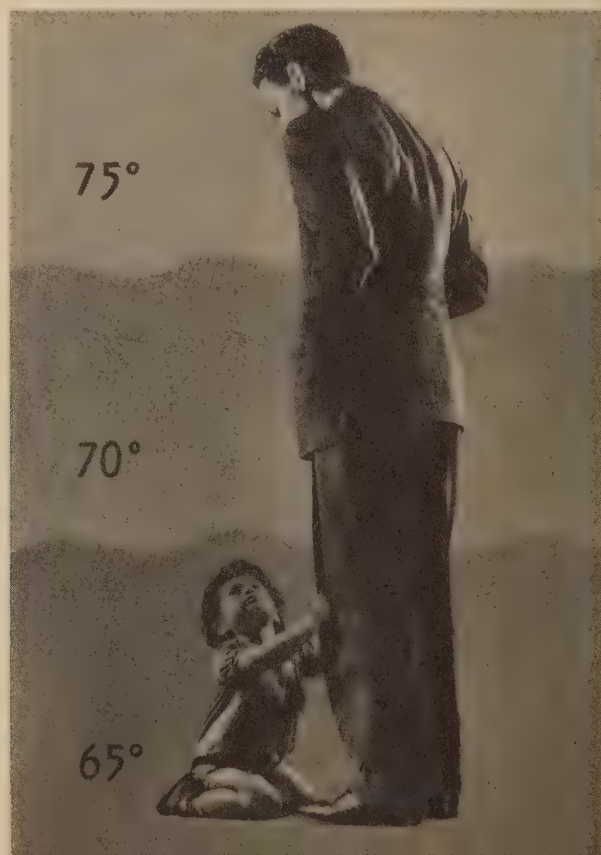
3. Assured Effectiveness

You must have confidence in the conductivity value which the manufacturer assigns to his insulation. The material should be so constructed that installing a thickness less than that specified is either impossible through instant detection or too laborious to be profitable. An ideal insulation must be resistant to moisture, unharmed by its presence and dry quickly. Finally, to be effective, the insulation must "stay put"—it must not shrink, swell or settle.

4. Durability

The ideal insulation must remain effective for the

Complete, controlled insulation does a great deal to help make temperatures more uniform throughout the house—helps reduce extreme differences at various room levels—differences which are especially bad when there are small children in the household.



life of the building. It must be resistant to decay, rot, fungus and other forms of deterioration.

5. Light Weight

The ideal insulation does not impose dead loads sufficient to require increase in the size or cost of structural members. Light weight also contributes to economy by reducing handling and installation cost. Weight is not necessary for insulation value.

6. Low Heat Capacity

A material of dense nature tends to hold heat and thus cause a lag in both heating and cooling. Low heat capacity is desirable because the building interior is then more quickly responsive to automatic temperature control. Low heat capacity is particularly important in keeping a house comfortable in the summertime, as otherwise the insulation will store heat which is given off into the house after the outside temperature cools.

7. Resistance to Condensation



To prevent condensation, the ideal insulation requires a barrier to the vapor on its warm side, that is, the side which faces inward toward the room.

Further, the insulation should offer minimum resistance to the continued flow of vapor from the cold side of the barrier to the cold side of the insulation. The former may consist of some vaporproof material, such as aluminum

foil or asphalt-coated kraft paper. The latter should be a vapor porous covering on the cold side.

8. Ease of Installation

The ideal insulation should be easily installed by the average building mechanic—it must literally be foolproof and tamperproof, and require a minimum of time and labor to put in place.

9. Fire Resistance

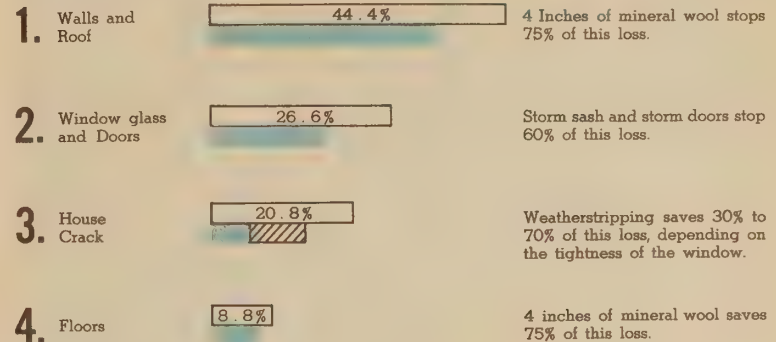
The ideal insulation should preferably act as a fire barrier. It should not burn, smoke or smolder even when heated to a temperature which will destroy it, and it should withstand high temperatures before its effectiveness as a barrier against fire is destroyed.

10. Harmless to Health

The ideal insulation should be free of odor and non-absorptive of odors. It should be vermin and insect proof or at least provide no sustenance for them. It

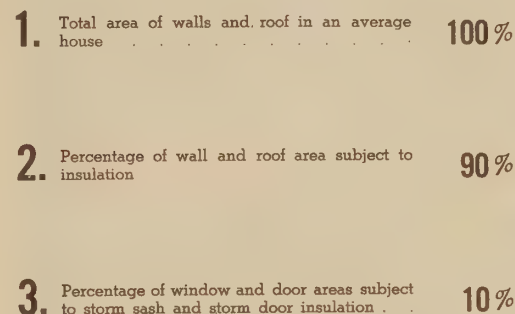
WAYS IN WHICH HEAT IS LOST FROM THE AVERAGE HOUSE AND HOW IT CAN BE SAVED

KEY: Heat loss when uninsulated. Heat saving with insulation



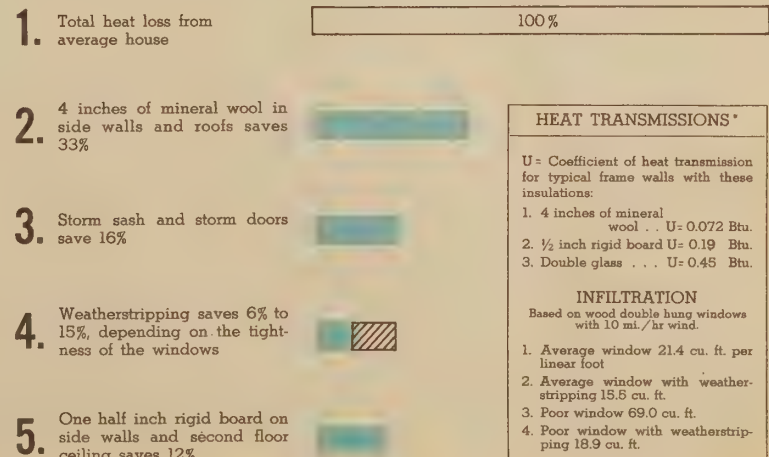
NOTE: Uninsulated heat losses are based on a survey of 450 typical houses by the American Gas Association.

PERCENTAGE OF AREAS SUBJECT TO INSULATION



Walls and roof offer 9 times as much insulating area as window and door openings in the average house. This accounts for the exceptional heat savings effected by an efficient wall and roof insulation such as 4" of mineral wool.

PERCENTAGE OF TOTAL HEAT LOSS SAVED BY INSULATION





The extra fuel required to heat a home that is not insulated is like money shoveled into the furnace.

should be free of dust to which allergic persons may be sensitive and otherwise completely harmless to humans when installed.

11. *Structural Value*

If an insulation material can displace a structural material without loss of its essential qualities as an insulation, it obviously has a decided advantage. However, this measure must be applied with care because under some conditions a structural insulation is distinctly advantageous while under others it costs more per unit of effectiveness than a non-structural material.

12. *Cost*

This final unit is really dependent upon all the others combined, and it is actually the least impor-

tant measure of value because it can readily be established that all forms of insulation worthy of the name cost nothing to the building owner over a period of time, as they pay for themselves through savings in fuel.

* * *

Thus we build the yardstick for the ideal insulation. However, unlike ordinary units of measure, its units are neither uniform nor constant, for the importance of each varies with the requirements of every job. Each quality of insulation must be valued in terms of the combination of requirements which exist on each job. We have prepared this yardstick in order to provide you with an unbiased basis for comparing the various forms of insulation, so that you can decide which of them best solves your particular problem.

How Much Insulation Is Enough?

The reason for this confusion is that there is no general answer to the question "How Much Insulation Is Enough?" There are at least four important factors that influences the selection and use of insulation: 1. Climate; 2. local fuel costs and the efficiency of your heating plant; 3. surface area in the building that can be insulated, in proportion to its total exposed area; 4. the natural heat insulating value of the construction itself.

Effect of Climate

Climate affects the value of insulation because it affects the fuel bill. For example, a typical house in Minneapolis without insulation might have a fuel bill of \$274.00 per year. The same house, burning the same fuel at the same cost in a heating system of equal efficiency, and located in a warmer climate, such as Baltimore, might have a fuel bill of only \$158.00 per year.

If we put the same amount and type of insulation in the side walls of this house in both cities, the Minneapolis owner might save \$57.00 per year on his fuel bill, while the man in Baltimore would save \$33.00. As each owner would pay substantially the same amount for the insulation, the family in Minneapolis would pay for its insulation in a shorter time than the one in Baltimore.



Fuel Cost

Now let us assume that you are planning to insulate a house in a city such as Detroit, where there is a wide variety of fuels at an equivalent range in prices. Let us assume that the house is of frame construction and that you are planning to use Red Top Insulating Wool in the side walls, and that you have a total side wall area of 1,000 square feet.

If you burn oil in a modern oil-burning furnace at 10¢ per gallon, the Red Top Insulation would save you approximately \$34.00 per year over an uninsulated building. However, if the price of fuel dropped to 6¢ per gallon, this same insulation would show a net return of just over \$20.00 per year. If you burn bituminous coal at \$4.00 per ton, fired by hand, the return would be approximately \$9.40 per year, while if you were handling it more efficiently in a modern stoker it would be a little less than \$8.00. Thus you can see the effect on the return of the insulation investment which different fuels and the efficiency with which they are burned will exercise.

Area to Be Insulated


Your fuel bill depends upon the total heat loss from the house, whether the heat goes out through windows, through cracks around doors and windows, through wide open doors or through the side walls, roof or floor. Obviously, a building insulation, such as insulation board or insulating wool, can reduce the heat loss only through sides, roof or floor.

For this reason it is necessary to consider, in addition to building insulation which goes into the side walls and roof structure, other forms, such as storm windows and weatherstripping.

There is considerable variation in the ratio of wall and roof surface to the ratio of glass areas and the amount of infiltration in buildings of different type and design. Thus the proportionate investment in building insulation and these other types of insulation depends upon the kind of house in which you are living.

Insulation Value of the Structure

The value of an insulation material added to the other construction of your home is influenced by the quality of the construction which went into building your home.



COAL OIL GAS

Do you know that unless your home is properly and completely insulated, up to 30% of your coal pile, fuel oil supply, monthly gas bill may go to trying to warm the winter blizzards? And for insulation that does the complete job, insist on Red Top Insulating Wool.

PROOF THAT RED TOP INSULATING WOOL PAYS FOR ITSELF!

This table shows savings which insulating with Red Top Insulating Wool may make possible in a typical, uninsulated 6-room

house in the Chicago area. Your US Gypsum Red Top Dealer determines the same figures for *your* home in your community.

6-Room — 2-Story House — 24 x 34 Feet*

How Insulated	Coal* Saved Per Year	Oil* Saved Per Year	Percent* Fuel Saved Per Year	Percent Return* on Investment Per Year	
Insulated sidewalls and ceilings with Red Top Insulating Wool	4.9 tons	819 gal.	40%	Coal 11.3%	Oil 12.3%

*EXPLANATION OF FIGURES

- House is plan No. 601, Architects Small House Bureau.
- Construction: Standard Wood Frame, exterior lap siding, wood sheathing. Rocklath and plaster. Attic not floored. Roofs wood shingle. Windows calked and weatherstripped. Doors weatherstripped.
- Coal at \$10 per ton, heat value 14,000 BTU per lb. No. 3 oil at 6½¢ per gal., heat content 143,400 BTU per gal.

ACTUAL MONEY* SAVED PER YEAR

Coal Saved Per Year	No. 3 Oil Saved Per Year
\$49.00	\$53.25

- Percent fuel saved, percent return on investment, dollar savings naturally vary with climatic conditions, local fuel costs, local costs of insulating.



An insulation of high heat resistance added to a good solid wall will have less relative effect on the final fuel bill than a good insulation installed in a poor wall.

Various Types of Insulation Needed

The variable factors which make the choice of insulation such an individual problem point out why it is necessary to have different types and thicknesses of insulation. Obviously, the owner of our typical house in Minneapolis can afford to invest more in insulation than the owner of the same house in Baltimore, if both expect to pay the cost of their investment in the same length of time.

There are other factors, however, which make it desirable to offer insulation having various degrees of effectiveness. Along with insulation you may want to get decorative effects or may want to insulate at maximum economy. In such cases his insulation should also have decorative qualities or structural value. Or you may be remodeling a home for rent in which the individual tenant may be required to supply heat or the overall limitations of your budget may not permit as much insulation as you might like to include. Any of these circumstances would warrant the use of an insulation with somewhat lower efficiency or a type specially adapted to suit your individual requirements.

Saving in Heating Equipment

The use of insulation reduces the maximum heat loss of a house and so it correspondingly reduces the required size of boiler or furnace, as well as radiators in individual rooms or of ducts and registers which deliver warm air.

There is a marked difference in the cost of boilers or furnaces when the sizes of the combustion chamber or fire box are reduced from one design to the next one below. The difference may be as much as \$100.00 to \$150.00—important when modernizing a heating plant.

The use of Semi-thick Red Top Insulation, for example, instead of 1" or of the Full Thick type instead of the Semi-thick blanket, may make it possible to save more on the boiler than the extra insulation will cost.



Storm sash helps eliminate drafts and also reduces the heat loss through window areas. Storm sash increases the effectiveness of insulation.

Investment Value

Attractive as a high percentage of returns on the insulation investment may be, it is not as important in the long run to the home owner as the actual number of dollars which he pockets every year. Naturally, the highest return on the investment is often shown by the poorest insulation. A minimum of insulation, say 1" thick, may show a higher return than maximum insulation that will be of full wall thickness.



The latter will seldom cost three times the price of the 1", because labor costs

are identical, and even the price of material does not stand in that ratio, but obviously the first inch of insulation does the biggest job, and, therefore, it pays the highest return though not the greatest number of dollars annually.

While there are cases where minimum insulation and a high return is the proper investment, there are others in which the owner is shortsighted if he does not select insulation of greater efficiency because over a period of years it will enable him to pocket a total sum much larger than he would save with a minimum job.

In addition to reducing winter fuel bills, insulation contributes greatly to genuine summer comfort, provided the right type and style are chosen, and certain rules of ventilation are carefully followed.

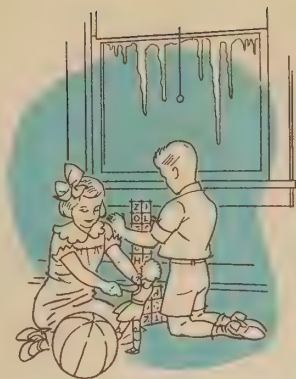
What Happens in Attics?

On warm, sunny days attic temperatures will run in the neighborhood of 140 degrees. Because of the higher temperatures reached on roof structures than on side walls, you are warranted in using considerably more insulation on the upper levels of your house than would be justified for winter fuel savings alone.

Thus there are two factors to consider in the use of insulation for summer comfort. The first is the use of adequate ventilation in your attic in summer, the second the use of an insulating material of *low heat capacity*—in other words, an insulation that will not accumulate heat and store it for long periods.

Lath marks in uninsulated houses show up quickly because the ceiling surface directly under each piece of lath is warmer than the surface between them—therefore, more dirt is deposited on these cooler spaces than on the warmer surfaces directly under the lath—the result, streaked ceilings.

When you insulate, less dirt is deposited on walls and ceilings, because they are warmer. And the dirt which is deposited is uniform over the entire area, thus tending to eliminate the unsightly streaking.



Attic Ventilation

The simple way to provide attic ventilation is to keep the attic cross-ventilated, not only during the day, but always at night. This cross-ventilation should be at the highest possible point in the attic, preferably near the ridge line, and may be obtained by permanent louvers or similar vents.

In addition, a fan may be provided, so that this ventilation is automatic and constant.

USG QUALITY BUILDING PRODUCTS FOR INSULATING YOUR HOME

For full details on these and all USG materials used in modernizing and repair refer to pages 48 to 81. USG products which add the comfort and economy of insulation are:

FOR OUTSIDE WALLS

Red Top Insulating Wool Blankets
Insulating Gyplap
Weatherwood Insulating Sheathing

FOR INTERIOR WALLS AND PARTITIONS

Red Top Insulating Wool Blankets
Insulating Rocklath
Insulating Sheetrock
Red Top Blowing Wool
Weatherwood Blendex
Weatherwood Building Board
Weatherwood Insulating Lath



Modernizing THE HEATING PLANT



WHILE SOME heating plants may be in need of a major overhauling, others may require only the addition of certain accessories to provide greater economy in operation. In many cases automatic firing is the improvement which is most desirable. In others, insulation both of the heating plant and the house is indicated.

Indirect water heating equipment can be added to a hot water heating plant; improved air valves can be installed and will immeasurably improve a steam plant; a gravity hot water plant can be converted to a forced circulation system; new and improved radiators can be added to either a steam or hot water plant. Any one of these improvements will often more than pay for itself.

The Boiler

Special types of boilers are available for gas, oil and coal. In addition, there are magazine-feed boilers for the use of certain kinds of hard coal and coke.

Automatic Firing with Coal

The newest stokers are completely automatic in operation even to the point of conveying coal automatically from bin to fire.

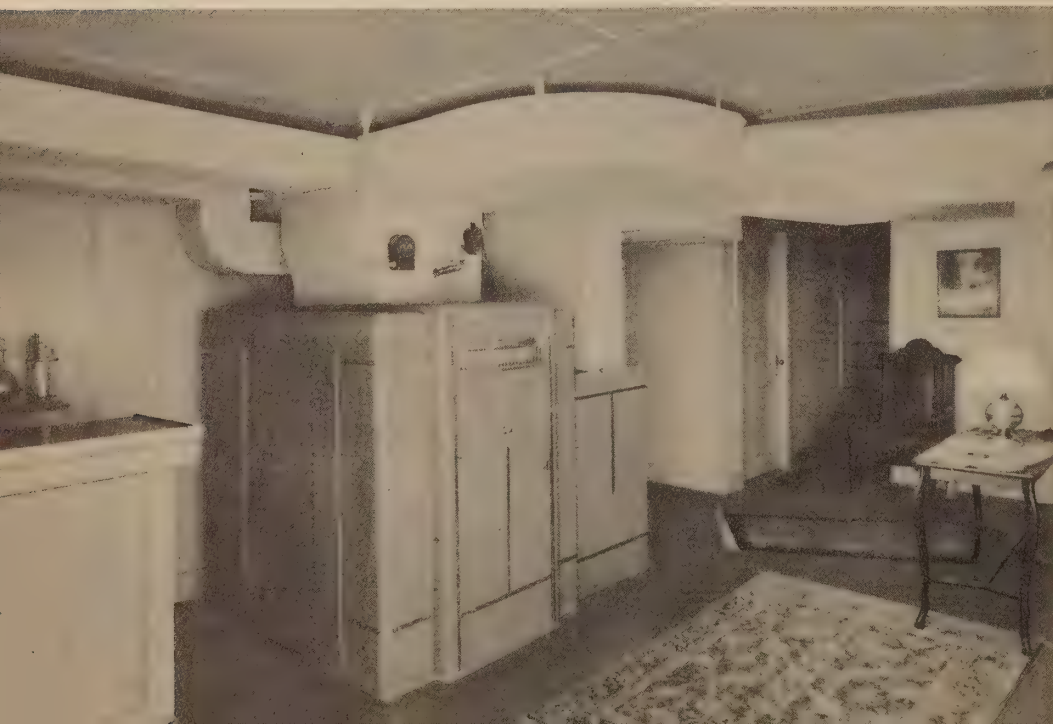
Stokers can be installed in almost any type of boiler or furnace.

Radiators and Convectors

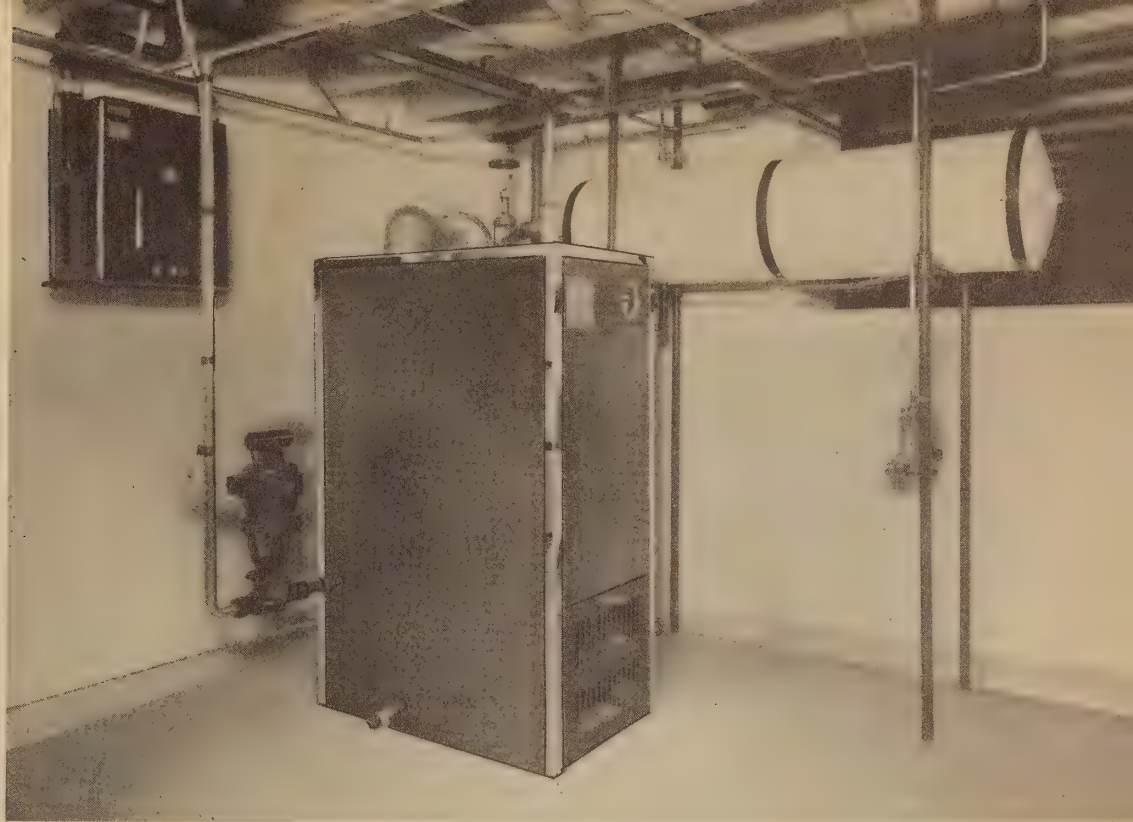
Radiators today are of three types: Those which heat by radiation; those which heat by convection; and those which heat both by radiation and convection.

Their efficiency depends, of course, on such factors as size, installation, and location. The latter is particularly important. Most of the cold enters around a window and consequently the best heating practice is to meet the cold at its point of entry. This means placing the

Modern streamlined automatic heating unit not only warms the house more comfortably and economically, but permits the use of otherwise wasted space in the basement.



This plant provides economical heating for the small house. It is a highly efficient hot water heating plant with mechanically forced circulation of the water. The boiler is automatically fired by a stoker, a revolving feed worm under the basement floor conveying slack sized coal automatically from bin to boiler.



radiator or convector under the window, where adequate insulation should be used behind them.

Speeding Up the Hot Water Plant

The home owner who is installing a hot water heating plant should include equipment for producing a forced circulation of the water. In the case of hot water plants of the gravity type, this equipment can be added to the existing boiler. The exceedingly rapid heating largely accounts for the growing popularity of hot water heat.

When a house is heated with mechanically circulated hot water, the pump will force the water to the radiators, irrespective of their location, above, below, or on a level with the boiler. Thus in some cases boilers are placed in the attic or in a utility room on the second or third floor. Often the boiler is placed in a ground floor utility room, which also serves as a laundry and playroom, or in the garage adjoining the house.

Winter Conditioning Units

A winter conditioning unit can now be attached to most furnaces. This unit consists of a blower-fan driven by a small electric motor, and a set of filters. The blower-fan forces the air under pressure equally to all registers regardless of distance from the furnace, and frequently makes air pipes that are too small in capacity for gravity

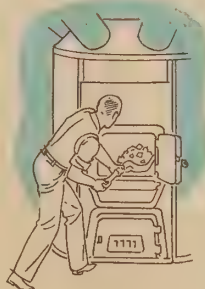
air circulation entirely adequate in capacity with the pressure circulation thus obtained. The filters remove dirt, dust, lint, pollen and other matter from the air.

Because of the blower-fan, the air conditioner can be placed at one end or in a corner of the basement, out of the way. Because the air circulates at high velocities, small flat compact ducts that do not deprive you of head room can be used. Registers or grilles, small and inconspicuous, are placed in baseboard or in the wall above the baseboard.

Stepping Up the Steam Heating Plant

The distinguishing characteristic of a one-pipe steam system is that there is only one pipe connection to each radiator, through which steam enters, and condensate leaves.

The manner in which the air valves function to a large extent determines the degree to which this system operates satisfactorily. The operation of older steam heating plants which are still equipped with the slow acting valves can be quickly and inexpensively improved by the installation of a complete new set of modern air valves.



Wiring

YOUR HOME FOR ELECTRIC LIVING

TO INSURE successful operation of the appliances you now own and to make certain that without further alterations you will be able to take advantage of the new electrical servants which each year are becoming more plentiful, be sure that in your remodeling plans you allow for an adequate and sound wiring system.

Originally wiring systems were installed for but one reason—light. Soon “convenience” outlets were needed for appliances such as the fan and the electric cleaner and today the electric refrigerator, range, radio, air conditioning and heating equipment have brought new demands upon the circuits.

Much is being said and written about the need for sufficient outlets but too little attention is given to the size of the wiring system which serves them. An outlet

is of little use if the wire that serves it is so small that the current can't get through to it without losses—in other words, don't overload your circuits. If you do overload them you can't expect full efficiency from the appliances they serve.

Adequate Lighting

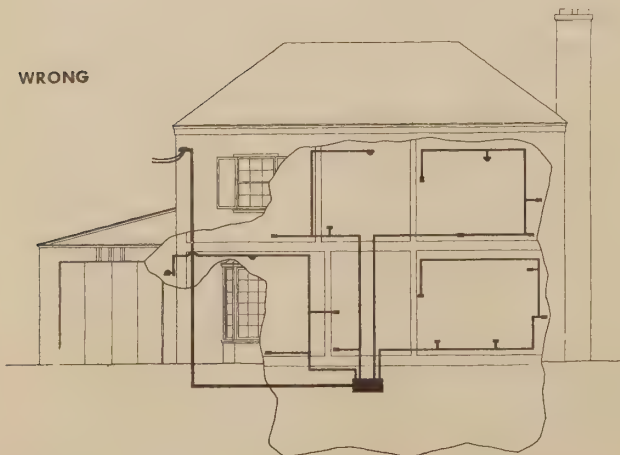
It is easy to put up with whatever sort of lighting may now exist in your home but modern home lighting provides so many more comforts for all members of the family that to deprive them of good home lighting is as unnecessary as it is regrettable. If the effects of inadequate lighting were as noticeable as a burned-out bulb, home lighting would change overnight.

Much of the change can be accomplished by the use of

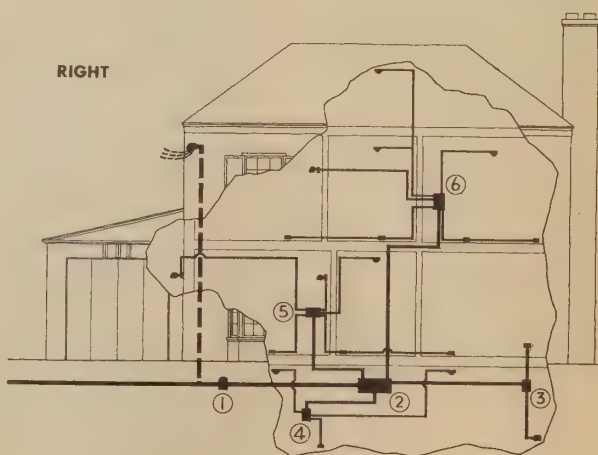
Principles of adequate wiring are illustrated in the drawing at right. Power enters house overhead (broken lines) or preferably by underground conduit to meter (1). Next step main distribution unit (2). Special power circuit (3) cares for range and water heater. Convenient sub-distribution units with fuses or circuit

breakers (4, 5 and 6) send current to final circuits for lights, outlets, etc., over shortest run. Compare this drawing with the one at the left. Note that in the latter the wiring is a relatively haphazard continuous series of unequal circuits. The runs are too long, the distribution unbalanced and unwieldy, making for waste.

WRONG



RIGHT



a few new inexpensive fixtures. Sometimes this can be achieved by merely substituting a comparatively plain lamp shade with an open top.

The low cost of electric service has convinced the average home owner that to "save" on lighting merely means

to "spend" on eyesight correction. Your local utility can give you ample proof of this, and in most cases is equipped to make a study of the lighting and wiring conditions in your home and make definite recommendations.



Basic Rules for a Well Lighted Room

The lighting in living room illustrated on this page shows a carefully planned combination of general and local illumination. Most of the general light is supplied by the two semi-indirect pendant ceiling fixtures. Local light for reading is provided by lamps built to I. E. S. specifications, two of which are visible in the picture. To this is added the lighting from sources concealed in the bookcases and in the strip of cove above the mirror.

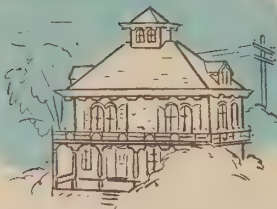
The intensities of light meet the standards set by the Illuminating Engineering Society. The end table lamps, two of which are shown in the illustration, provide 16 foot candles of light for casual reading, while the two floor lamps (not visible in the picture) provide 25 and 35 foot candles of light for the more difficult reading. The general illumination varies from 12 foot candles

throughout the greater part of the room, dropping to 5 in the darkest corners. This far exceeds the minimum standards of lighting specialists who recommend that the intensity of the general lighting throughout the rooms should be not less than one-tenth as great as that of the local light used for reading or study.

Since the intensity of light desirable for dining is wholly a matter of personal taste, I. E. S. standards for the dining room merely indicate that it may be 5 foot candles or less. In the dining room seen through the doorway, lighting units recessed in each of the four corners flood the room with a comfortable even spread of totally indirect light measuring from 3 to 4 foot candles. Diffused light from the semi-indirect chandelier increases this to 13 foot candles on the table top. If an unusually brilliant effect is desired, two louvre units recessed in the ceiling on either side of the fixture may be used to give a total intensity of 50 on the table.

REMODELING THE

Exterior



judicious exterior remodeling.

Fixing the outside of a house may be done in one or both of two ways. First, you might improve the exterior of the house without making any structural changes. This generally consists of putting on new shingles, siding or stucco; painting; installing blinds and the like. Or you may want to make structural changes on the outside which will improve not only the looks of the house but conform to a new arrangement of rooms.

If you are planning to make a structural change, be sure to consult an architect. Also, be certain that the change you are planning is not just the result of a fad. Often a

THE EXTERIOR of your home offers just as many interesting possibilities for remodeling as does the interior. You can improve the appearance, charm and even the cash value of your home by

large part of remodeling consists of removing previous attempts at modernization.

New Roofs for Old

Asphalt and asbestos cement shingles are the most popular for re-roofing. They will look well through years of service and they will protect against fire. Although wood shingles are sometimes used, in many cities they are prohibited as a safeguard against fire.

USG Asphalt Shingles come in various types and colors. There are individual shingles which simulate traditional stained wood shingles. There are also "strips" containing three or four shingles which are frequently used for re-roofing because of their rapid application. Then there are patented "lock" shingles which are also favored for re-roofing because of economy and their resistance to wind.

Your USG dealer has actual samples and colored photographs to help you select the blend, shape and color best suited to your roof.



BEFORE ↑

These two pictures graphically illustrate the improvement which Red Top Stucco Mesh and Oriental Stucco properly applied can bring to an old house.

AFTER →





This photograph illustrates the beauty which USG Asphalt Shingles, combined with Asbestos Cement Siding—Wavy Butt—can bring to a house. Both of these materials can be applied over roof or side walls to give fire protection and maintenance economy.



The accepted method of re-roofing with fireproof shingles is to place the new right over the old. This is good construction and saves you money because you do not have to pay for the removal of the old shingles.

USG Asbestos Cement Shingles provide an excellent lifetime roof. They are made of a mixture of asbestos fibres and Portland cement compressed under tremendous pressure, and actually grow stronger and harder with age.

Three main types of asbestos cement shingles are manufactured. These are known as the American Method, Dutch Lap, and Hexagonal.

The American Method shingles are patterned after the hand split wood shakes which are typical of the American home during colonial times. The shingles are tapered so that the thickest part of the shingle is at the butt. This extra thickness at the base casts attractive shadow lines and gives a pleasing architectural effect. A variety of soft colors is available, so that you may use them in blends and mixtures to avoid any monotony in the roof.

The two types of asbestos cement shingles which give the most roof covering at the lowest cost are the Dutch Lap and the Hexagonal. Dutch Lap asbestos cement shingles look much like the American Method shingles when applied on the roof. The manner of laying the

shingles is different and gives the roof an excellent appearance. Hexagonal shingles are patterned after the shingles used on century old French Provencal manor houses and can add a great deal to the looks of houses of many architectural types.

New Siding for Outside Walls

Dingy siding, worn out and in need of painting, makes a home look down at the heel and seriously depreciates its value. Simply putting USG Asbestos Siding over old walls often makes a new home out of an old house. Many home owners get tired of the expense of repainting their homes every few years. Therefore, when remodeling, it is well to consider a siding material which requires no paint.

Re-siding is most often done with stucco, asbestos cement siding or wood shingles. If brick is applied to the outside of a wood sheathed house, rather elaborate additions to the foundations are necessary so as to support



A dwelling in "the last stages."

BEFORE ↑

It is difficult to recognize the above house in its new attractive dress. Briar Green "Thick Butt" USG Asphalt Shingles were used on the roof and White "Thatch Butt" USG Asbestos Siding on the walls.

← **AFTER**

BEFORE →



↓
AFTER



Here is an exterior remodeling that uses the new Glatex Asbestos Cement Siding. Applied directly over the old weatherbeaten clapboards, this new improved asbestos siding stays cleaner and never requires painting.



the brick. This is not needed with either asbestos cement siding, stucco or wood shingles. Of these the first two materials need no painting and have the added advantage of being fireproof materials.

Fire protection is important to any home owner. When

you remodel is the time to improve the fireproof qualities of your house. Therefore, as far as possible it is advisable to use fireproof materials particularly since if carefully selected they cost no more—and in many cases less. This applies just as strongly to the siding you buy as it does to the roof. Asbestos cement siding and stucco give excellent fire protection.

Asbestos cement siding is made in three principal designs: wavy butt siding, thatch butt siding, and clapboard siding. All have a wood grain texture. They are hard and durable, and of course are fireproof. They fit admirably into the architecture of the great majority of American homes.

A recent development in asbestos siding is an exclusive waterproof, permanent, baked, glazed surface, found exclusively on the siding made by the United States Gypsum Company. This glaze helps keep the siding fresh and clean. Water runs off immediately without soaking in. Thus, there is no possibility of water reducing the color in the siding or of carrying dirt into the

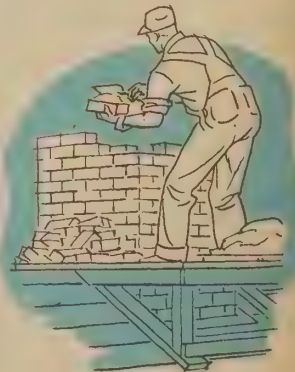
surface. A single rain washes off accumulated dirt, leaving your house looking clean and new again.

Stucco is applied to the outside of a house much as plaster is applied on the inside. First, waterproof paper is applied, so that no moisture can get into the house. Then a steel reinforcement is nailed on; and over this is applied stucco in three coats. You have a wide variety of choices as to surface texture and color when stucco is used and beautiful results may be obtained.

Making Structural Improvements

There are a number of money-saving points to remember when you are making structural changes in your house. For example, if you plan to build an addition, make the roof a plain gable with no interruptions, or have it flat with a "built-up" roof.

Unless required to improve the livability of rooms, avoid dormers if you can. Not only are they expensive to build but they have an unhappy tendency to waste space. If you wish to give your house an appearance of being low to the ground, let your roof slope farther down on one side than on the other. Then on the high side use shutters, horizon-



tal trellises or accented horizontal lines in the exterior surface. This treatment makes the house appear shorter. Remember that heavy, projecting eaves add to the initial cost, increase painting upkeep, and reduce light in rooms on the second floor. The best type of edges for your roof might be called "close-cropped."

Avoid an ornate porch, obviously without any use, stuck onto a wall. Perhaps only a window will open onto it. You can get a better effect by having an accessible balcony, complete with door; or if this is impossible because of the layout of the rooms, get along without the balcony.

There is probably no more mystifying subject to most people than chimneys. Chimneys all work according to well known physical laws. In your remodeling, take care to use the occasion to fix old chimneys. New chimneys which you build should conform to the same construction principles by which the old ones worked. Be sure your chimney top is at least two feet above the ridge of your roof. This helps avoid down-draft. You can increase the height of the chimney by the use of chimney pots. Remember that if you want to add a fireplace it should have its own flue and ash dump. That should be considered in planning your construction and in determining how your house will look.

USG MODERNIZING PRODUCTS

For full details on all USG modernizing products, please refer to pages 48 to 81. The USG materials specially adapted to the remodeling of roofs and outside walls are:

USG Asbestos Sidings

USG Asphalt Shingles and Roofing

Oriental Exterior Stucco

Red Top Stucco Mesh

Gyplap, Fireproof Sheathing

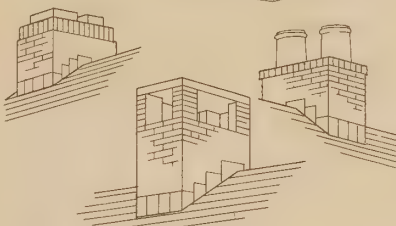
Weatherwood Insulating Sheathing



Gable roofs with heavy overhangs look well only on monumental buildings replete with ornamental details. Today's houses do well to follow the time honored precedent of slight or no projections.



Don't have an ornate expensive balcony just for "looks" with only a window opening on it. Use instead a simple railing. Make floor area large enough to use and by all means make it accessible to the door.



The least expensive chimney is the one with exposed masonry above the roof only. There must be two feet from ridge to top of flues. Greater height can be had by using chimney pots. Down draft can be prevented by special vertical chimney pots, by horizontal pots or by a flat slab.



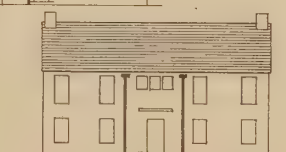
Slight differences between roof surfaces and walls are poor construction, costly to build and costly on space. Carry surfaces straight through wherever possible and get a larger house for less money.



The simplest dormers cost about \$125.00 each. Six or seven would mean about \$800.00. You can get more room inside at a saving by raising the eaves (shown in black, broken lines) and have an interrupted gable roof.



Pilasters and "breaks" in wall surfaces are a costly way to unify or stress groups of doors or windows. At no additional cost, notice how leaders (in heavy black line) improve the facade besides doing their usual jobs.



Landscaping

... A PART OF REMODELING

LANDSCAPING—irrespective of whether it is done by a professional or by yourself should be a part of every major remodeling job. This would hold true even though the actual work may not be completed until much later.

Every landscaping job is a study in itself and if you have a large area to design you may find it advisable to secure the advice of a landscape architect or at least a reputable nursery man. If the area is small it is often no less difficult to design, although in its execution there is less "space in which to err." The most common com-

plaint against the landscaping of small areas is overcrowding. For some strange reason we sometimes fail to take into consideration the fact that plants "grow" and take up more space.

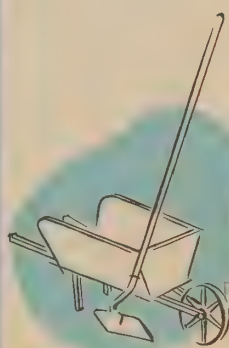
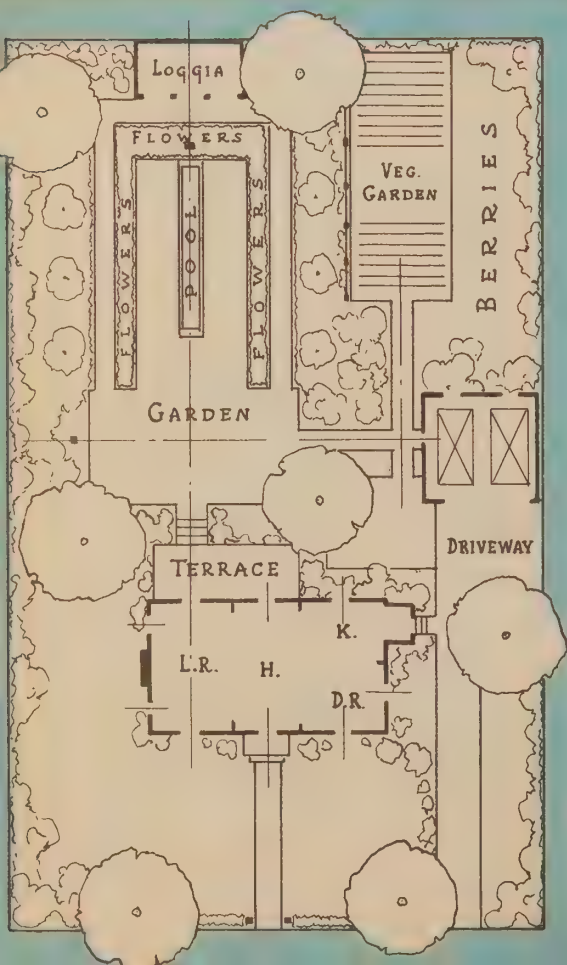
In our grandparent's day there was plenty of land for both a sizeable front and back yard and in alterations and additions there was little worry about whether service trucks would have sufficient space in which to turn around.

Today, except in rare instances, additional space is at a premium. If available, the cost may prohibit its acquisition. Therefore, landscaping in the majority of cases usually confines itself to a better utilization of the space you already have.

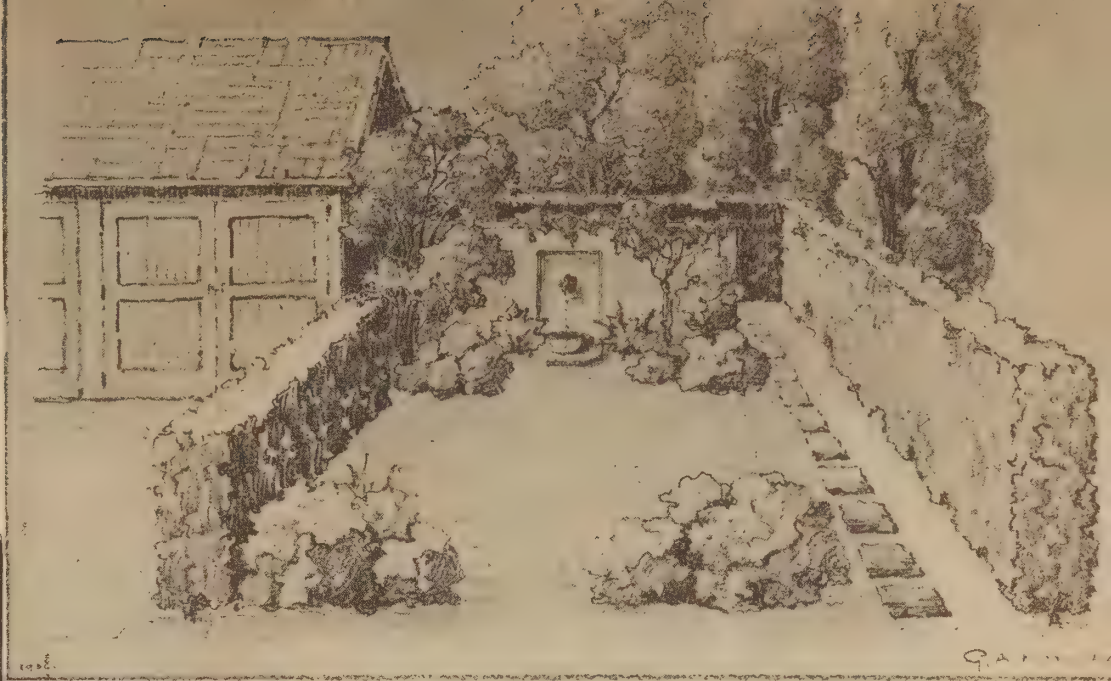
In redesigning your grounds it will be of help if you divide the work into the four parts of every modern residence, namely, the public area, driveways and sidewalks area, service area and the private area.

While years ago large front porches and accompanying yards were the rule, today the reverse is true—the public area is becoming smaller and smaller. In new construction there is a growing tendency to build closer to the street, thus leaving the space in the rear for the service and private areas. In redesigning your home, if possible, you may find it advisable to add onto the front rather than to the side or rear of your existing structure.

No factor can so mar the complete picture of home and surroundings as poorly designed sidewalks and driveways. Too often there is an autocratic placing of the sidewalks in the exact center of the lot and the driveway to the extreme right or left. There is no functional demand that sidewalks be the "shortest distance between two points"—namely, the street and the doorway. If they must be straight watch their proportions; if curved, use wide sweeping curves, not a "simerping



A landscape architect will help you get an orderly well planned lawn and garden effect such as this.



Above—The plan shows a remodeled backyard in Los Angeles designed by George A. Kern, Landscape Architect. The photograph at the left illustrates the attractive detail shown in the rear center of the plan



inclination." A simple way to try out curves is with a hose or rope.

Driveways do not need to dominate the landscape. They can be merely tracks for the wheels with grass or fine gravel in between or they may be of fine gravel, well bedded with cinders. If gravel, they will need edges to keep stones from sliding to the side, or if the drive is on a slope, from working down into the street. Brick drives are not uncommon—with small grassy spots between the bricks. In some cases natural flagstone may be used, provided it is strengthened by concrete where the wheels come.

An important thing to remember in redesigning your driveway is that it is used to a large extent by delivery men who should have proper space in which to turn. The absence of it may account for the ruination of adjoining flower beds. A safe radius is thirty feet or more.

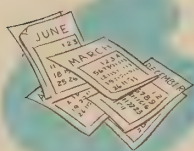
As the front porch becomes less important the back porch becomes more so. The delivery of groceries, milk and department store items, the garbage and rubbish services, the oil or coal man—all of these factors center in the service area. Make certain that these services may be achieved without marring the landscape.

The modern home is turning its back to the street and in doing so the rear becomes the outdoor living room. It need not be large or pretentiously decorated but it should afford you and your family privacy and your children, especially, safety. In a small lot this space must of necessity also serve as a clothes drying yard.

The Choice of Shrubs and Trees

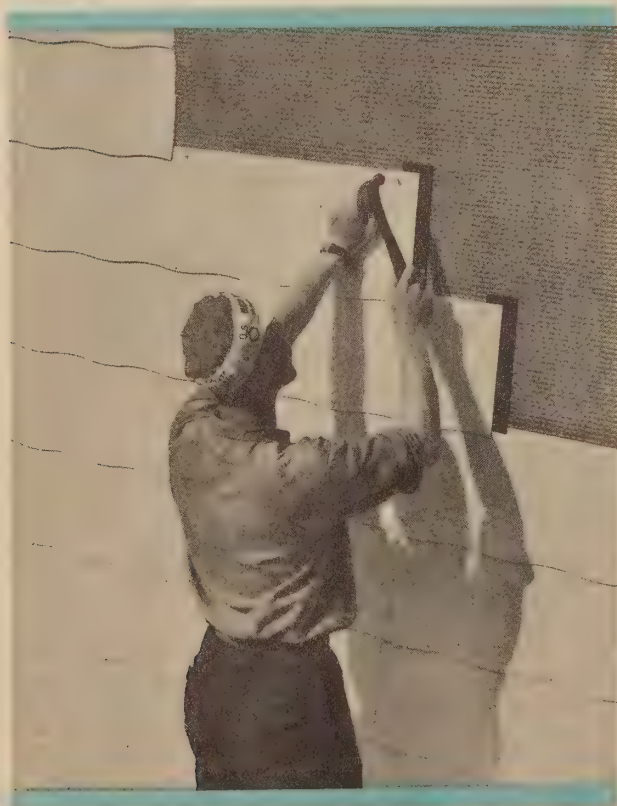
A few shrubs and trees well placed should be the aim of every home owner. As to those which are best suited to your particular location it is wise to consult a competent nurseryman. He can help you set a definite color theme for your garden and can make it possible for you to have flowers early and late—rather than a dearth at one time and too many at another. In most cases he will supervise the planting of the large shrubs.

YOU CAN REMODEL NOW . . . PAY LATER ON THE **USG** MONTHLY PAYMENT PLAN



IF YOU WISH, you can enjoy the comforts and other benefits of remodeling without dipping into your savings—for by using the USG Monthly Payment Plan you can pay for your alterations easily out of income—with no cash down payment. You can take as long as 36 months to pay and you need not encumber your property with a mortgage as no security or mortgage is generally required.

This Monthly Payment Plan which offers new value, comfort and economy to property owners everywhere applies to any repair or remodeling job of \$2500.00 or less which meets the requirements set up under Section 1, Title I of the National Housing Act.

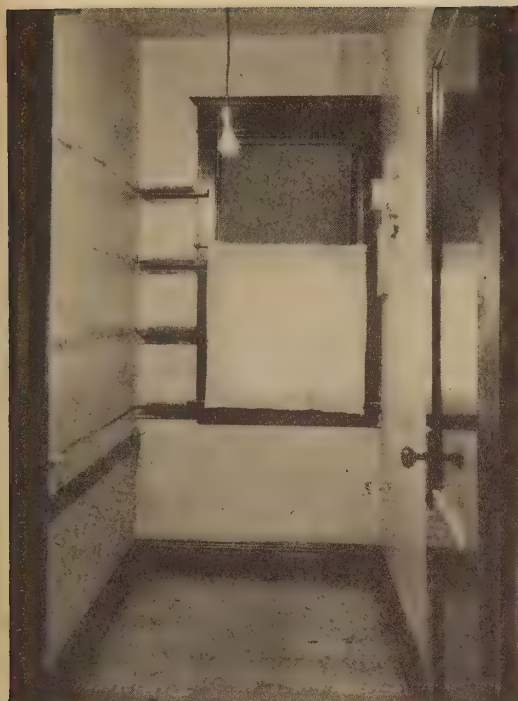


One of the outstanding advantages of this plan is that it makes no difference whether or not you are living on the property to be remodeled. If you own rental property that needs remodeling, the plan works just the same as it does for your own residence—same requirements, same procedure, same scale of payments. On property that is to be rented, the possible increase in rental value will often more than take care of the monthly payments. For example, the survey made by USG and the *Architectural Forum* shows that, in the opinion of real estate experts, adding a third floor bedroom to the average five room house increases the rental value by approximately 15%; that rearranging the interior floor plan to better utilize existing space increases the rental over 17%.

As an added service to America's home owners, the job does not have to use any USG products to be eligible for financing under this plan. In fact, it doesn't have to be applied solely to actual construction work—the home owner who wants to buy the material under the plan may supply his own labor if he chooses. If not, he may have the labor included in the loan. Improvements may also include changes in the status of the ground on which the building stands, such as grading, landscaping, private curbs, private sidewalks or driveways.

In the accompanying rate chart you will find listed all of the figures necessary to compute payments based on 12, 18, 24, 30 and 36 monthly payments of loans from \$60.00 to \$2500.00. To illustrate the workings of the plan take the example of a kitchen repair job. Suppose, for instance, that the cost of repairs is estimated at \$250.00. If this amount seems too large to pay in one payment, then your contractor or dealer can arrange USG Plan payments to suit your budget. If you decide that you can reasonably afford to pay between \$10.00 and \$12.00 per month, you will find on your rate chart that you can complete your payments in 24 months at the rate of \$11.47 per month. Or, you may wish to take

Residing with the new Glatex Asbestos Cement Shingles, which adds fire protection and eliminates future painting or upkeep, can be done with no down payment and paid for in convenient monthly installments under the USG Monthly Payment Plan.



← BEFORE

AFTER
↓



You can convert an old unused closet or storeroom into a needed extra bathroom with no down payment under the USG Monthly Payment Plan.

RATE CHART — USG Monthly Payment Plan for Repairs and Remodeling

Amount of Note	12 Monthly Payments		18 Monthly Payments		24 Monthly Payments		30 Monthly Payments		36 Monthly Payments	
	Amount of Note	Amount of Each Payment	Amount of Note	Amount of Each Payment	Amount of Note	Amount of Each Payment	Amount of Note	Amount of Each Payment	Amount of Note	Amount of Each Payment
1.00	51.85	50.00	51.07	50.00	51.10	50.00	51.12	50.04	51.14	50.04
2.00	2.10	.18	2.15	.12	2.20	.10	2.25	.08	2.29	.07
3.00	3.15	.27	3.23	.18	3.30	.14	3.37	.12	3.44	.10
4.00	4.21	.36	4.30	.24	4.40	.19	4.50	.15	4.59	.13
5.00	5.26	.44	5.38	.30	5.50	.23	5.62	.19	5.74	.16
6.00	6.31	.53	6.46	.36	6.60	.28	6.75	.23	6.89	.20
7.00	7.36	.62	7.53	.42	7.70	.33	7.87	.27	8.04	.23
8.00	8.42	.71	8.61	.48	8.80	.37	9.00	.30	9.19	.26
9.00	9.47	.79	9.69	.54	9.91	.42	10.12	.34	10.34	.29
10.00	10.52	.88	10.75	.60	11.00	.50	11.25	.40	11.50	.34
11.00	11.57	.96	11.81	.66	12.07	.56	12.33	.45	12.59	.38
12.00	12.62	1.04	12.87	.72	13.14	.64	13.41	.52	13.68	.43
13.00	13.67	1.12	13.93	.80	14.21	.72	14.48	.60	14.75	.49
14.00	14.72	1.20	15.00	.88	15.28	.80	15.56	.68	15.84	.56
15.00	15.77	1.28	16.05	.96	16.34	.88	16.63	.76	16.92	.63
16.00	16.82	1.36	17.11	1.04	17.41	.96	17.71	.84	18.01	.71
17.00	17.87	1.44	18.17	1.12	18.48	1.04	18.79	.92	19.10	.79
18.00	18.92	1.52	19.23	1.20	19.75	1.12	20.07	1.00	20.39	.86
19.00	19.97	1.60	20.29	1.28	20.82	1.20	21.15	1.08	21.48	.94
20.00	20.52	1.68	21.34	1.36	21.89	1.28	22.23	1.16	22.57	1.02
21.00	21.57	1.76	22.39	1.44	22.96	1.36	23.31	1.24	23.66	1.10
22.00	22.62	1.84	23.44	1.52	24.03	1.44	24.67	1.32	25.03	1.18
23.00	23.67	1.92	24.49	1.60	25.10	1.52	25.83	1.40	26.17	1.26
24.00	24.72	2.00	25.54	1.68	26.17	1.60	27.00	1.48	27.36	1.34
25.00	25.77	2.08	26.59	1.76	27.24	1.68	28.13	1.56	28.50	1.42
26.00	26.82	2.16	27.64	1.84	28.31	1.76	29.26	1.64	29.64	1.50
27.00	27.87	2.24	28.69	1.92	29.49	1.84	30.39	1.72	30.79	1.58
28.00	28.92	2.32	29.74	2.00	30.62	1.92	31.52	1.80	31.93	1.66
29.00	29.97	2.40	30.79	2.08	31.85	2.00	32.65	1.88	33.07	1.74
30.00	31.02	2.48	31.84	2.16	33.08	2.08	33.78	1.96	34.21	1.82
31.00	32.07	2.56	32.89	2.24	34.31	2.16	34.91	2.04	35.35	1.90
32.00	33.12	2.64	33.94	2.32	35.54	2.24	36.04	2.12	36.49	1.98
33.00	34.17	2.72	34.99	2.40	36.77	2.32	37.17	2.20	37.63	2.06
34.00	35.22	2.80	36.04	2.48	37.90	2.40	38.30	2.28	38.77	2.14
35.00	36.27	2.88	37.09	2.56	39.03	2.48	39.43	2.36	39.91	2.22
36.00	37.32	2.96	38.14	2.64	40.16	2.56	40.56	2.44	40.99	2.30
37.00	38.37	3.04	39.19	2.72	41.29	2.64	41.69	2.52	42.03	2.38
38.00	39.42	3.12	40.24	2.80	42.42	2.72	42.82	2.60	43.07	2.46
39.00	40.47	3.20	41.29	2.88	43.55	2.80	43.95	2.68	44.11	2.54
40.00	41.52	3.28	42.34	2.96	44.68	2.88	45.08	2.76	45.15	2.62
41.00	42.57	3.36	43.39	3.04	45.81	2.96	46.21	2.84	46.19	2.70
42.00	43.62	3.44	44.44	3.12	46.94	3.04	47.34	2.92	47.22	2.78
43.00	44.67	3.52	45.49	3.20	48.07	3.12	48.47	3.00	48.25	2.86
44.00	45.72	3.60	46.54	3.28	49.20	3.20	49.60	3.08	49.38	2.94
45.00	46.77	3.68	47.59	3.36	50.33	3.28	50.73	3.16	50.51	3.02
46.00	47.82	3.76	48.64	3.44	51.46	3.36	51.86	3.24	51.64	3.10
47.00	48.87	3.84	49.69	3.52	52.59	3.44	52.99	3.32	52.77	3.18
48.00	49.92	3.92	50.74	3.60	53.72	3.52	54.12	3.40	53.90	3.26
49.00	50.97	4.00	51.79	3.68	54.85	3.60	55.25	3.48	55.03	3.34
50.00	52.02	4.08	52.84	3.76	55.98	3.68	56.38	3.56	56.16	3.42
51.00	53.07	4.16	53.89	3.84	57.11	3.76	57.51	3.64	57.29	3.50
52.00	54.12	4.24	54.94	3.92	58.24	3.84	58.64	3.72	58.42	3.58
53.00	55.17	4.32	55.99	4.00	59.37	3.92	59.77	3.80	59.55	3.66
54.00	56.22	4.40	57.04	4.08	60.50	4.00	60.90	3.88	60.68	3.74
55.00	57.27	4.48	58.09	4.16	61.63	4.08	62.03	3.96	61.81	3.82
56.00	58.32	4.56	59.14	4.24	62.76	4.16	63.16	4.04	62.94	3.90
57.00	59.37	4.64	60.19	4.32	63.89	4.24	64.29	4.12	64.07	3.98
58.00	60.42	4.72	61.24	4.40	65.02	4.32	65.42	4.20	65.20	4.06
59.00	61.47	4.80	62.29	4.48	66.15	4.40	66.55	4.28	66.33	4.14
60.00	62.52	4.88	63.34	4.56	67.28	4.48	67.68	4.36	67.46	4.22
61.00	63.57	4.96	64.39	4.64	68.41	4.56	68.81	4.44	68.59	4.30
62.00	64.62	5.04	65.44	4.72	69.54	4.64	69.94	4.52	69.72	4.38
63.00	65.67	5.12	66.49	4.80	70.67	4.72	71.07	4.60	70.85	4.46
64.00	66.72	5.20	67.54	4.88	71.80	4.80	72.20	4.68	72.00	4.54
65.00	67.77	5.28	68.59	4.96	72.93	4.88	73.33	4.76	73.13	4.62
66.00	68.82	5.36	69.64	5.04	74.06	4.96	74.46	4.84	74.26	4.70
67.00	69.87	5.44	70.69	5.12	75.19	5.04	75.59	4.92	75.39	4.78
68.00	70.92	5.52	71.74	5.20	76.32	5.12	76.72	5.00	76.52	4.86
69.00	71.97	5.60	72.79	5.28	77.45	5.20	77.85	5.08	77.65	4.94
70.00	73.02	5.68	73.84	5.36	78.58	5.28	78.98	5.16	78.78	5.02
71.00	74.07	5.76	74.89	5.44	79.71	5.36	80.11	5.24	79.91	5.10
72.00	75.12	5.84	75.94	5.52	80.84	5.44	81.24	5.32	81.04	5.18
73.00	76.17	5.92	76.99	5.60	81.97	5.52	82.37	5.40	82.17	5.26
74.00	77.22	6.00	78.04	5.68	83.10	5.60	83.50	5.48	83.30	5.34
75.00	78.27	6.08	79.09	5.76	84.23	5.68	84.63	5.56	84.43	5.42
76.00	79.32	6.16	80.14	5.84	85.36	5.76	85.76	5.64	85.56	5.50
77.00	80.37	6.24	81.19	5.92	86.49	5.84	86.89	5.72	86.69	5.58
78.00	81.42	6.32	82.24	6.00	87.62	5.92	88.02	5.80	87.82	5.66
79.00	82.47	6.40	83.29	6.08	88.75	6.00	89.15	5.88	88.95	5.74
80.00	83.52	6.48	84.34	6.16	89.88	6.08	90.28	5.96	90.08	5.82
81.00	84.57	6.56	85.39	6.24	91.01	6.16	91.41	6.04	91.21	5.90
82.00	85.62	6.64	86.44	6.32	92.14	6.24	92.54	6.12	92.34	5.98
83.00	86.67	6.72	87.49	6.40	93.27	6.32	93.67	6.20	93.47	6.06
84.00	87.72	6.80	88.54	6.48	94.40	6.40	94.80	6.28	94.60	6.14
85.00	88.77	6.88	89.59	6.56	95.53	6.48	95.93	6.36	95.73	6.22
86.00	89.82	6.96	90.64	6.64	96.66	6.56	97.06	6.44	96.86	6.30
87.00	90.87	7.04	91.69	6.72	97.79	6.64	98.19	6.52	97.99	6.38
88.00	91.92	7.12	92.74	6.80	98.92	6.72	99.32	6.60	99.12	6.46
89.00	92.97	7.20	93.79	6.88	100.05	6.80	100.45	6.68	100.25	6.54
90.00	94.02	7.28	94.84	6.96	101.18	6.88	101.58	6.76	101.38	6.62
91.00	95.07	7.36	95.89	7.04	102.31	6.96	102.71	6.84	102.51	6.70
92.00	96.12	7.44	96.94	7.12	103.44	7.04	103.84	6.92	103.64	6.78
93.00	97.17	7.52	97.99	7.20	104.57	7.12	104.97	7.00	104.77	6.86
94.00	98.22	7.60	99.04	7.28	105.70	7.20	106.10	7.08	105.90	6.94
95.00	99.27	7.68	100.09	7.36	106.83	7.28	107.23	7.16	107.03	7.02
96.00	100.32	7.76	101.14	7.44	107.96	7.36	108.36	7.24	108.16	7.10
97.00	101.37	7.84	102.19	7.52	109.09	7.44	109.49	7.32	109.29	7.18
98.00	102.42	7.92	103.24	7.60	110.22	7.52	110.62	7.40	110.42	7.26
99.00	103.47	8.00	104.29	7.68	111.35	7.60	111.75	7.48	111.55	7.34
100.00	104.52	8.08	105.34	7.76	112.48	7.68	112.88	7.56	112.68	7.42

To Figure Larger Amounts than \$500.00, Simply Add the Proper Figures Together.
Minimum Monthly Payment \$5.00.

the full amount of time permitted, in which case you find on your rate chart that you can pay as little as \$7.98 per month for 36 months. The only restrictions that are placed on the minimum amount of the loan is that it must be large enough to require payments of at least \$5.00 per month. Thus, \$60.00 in 12 monthly payments is the smallest loan possible under the plan.

Many people have expressed their preference for this easy, convenient way of paying for necessary or desirable improvements. They have liked the quick service, lack of red tape and the absence of any down payment, all of which are features of the USG Monthly Payment Plan. Your USG dealer has complete details on this simple, liberal finance plan.





Residence of Mr. and Mrs. H. F. Parsons, San Marino, California. Palmer Sabin, Architect, Los Angeles, California.

... HOW USG BUILDING
MATERIALS HELP PROVIDE
SECURITY, COMFORT AND
ECONOMY FOR YOUR HOME



Wise budgeting, careful planning, good construction, all contribute to the security, comfort and economy of your home.

But without good materials they are like a fine motor without fuel—or, which is even worse, like an engine with an inferior fuel that spoils it. Materials turn your plans into reality, and whether it is a large home or a small home, it cannot be a fine home without fine materials.

You pay no more if you select products that bear the trademark of a reliable manufacturer, well known to you, your architect, contractor and dealer. Also, it is wise to purchase as many materials as possible under one maker's trademark, for in this way you center responsibility, which is added protection for your investment.

The United States Gypsum Company is an organization whose entire resources are devoted to the manufacture of quality materials for the building industry. These products include metal lath, gypsum lath, insulating lath, gypsum partition tile, base coat plasters, finishing plasters and lime, insulation board, insulating wool, paints, asphalt shingles, asbestos shingles and siding and gypsum wallboards. The U S G line is so diverse and so complete that the company is able to give unbiased advice on the choice of many different types of materials.

For example, U S G makes *both* metal lath and gypsum lath. Thus, it is in a position to help you and your architect decide where each can best be used in your home to give the results you want at the price you can afford.

On the following pages we present in outline form the salient points of each U S G product used in home building or remodeling. There are undoubtedly some on which you will want more detailed information.

For further information on any of the United States Gypsum Company's products, ask your local U S G dealer or write the U S G Sales Office nearest you. For your convenience we are listing the United States Gypsum Company's offices on this page.

General Office: United States Gypsum Company, 300 West Adams Street, Chicago, Illinois.

U S G SALES OFFICES

Albany, New York, 1106 Nat'l Savings Bank Building
Atlanta, Georgia, 1440-45 Citizens & Southern Bank Building
Baltimore, Maryland, 1400 Standard Oil Building
Birmingham, Alabama, 1203 Comer Building
Boston, Massachusetts, 505 Statler Office Building
Buffalo, New York, 1116 Rand Building
Charlotte, North Carolina, 1012 First Nat'l Bank Building
Chicago, Illinois, 300 West Adams Street
Cincinnati, Ohio, 3012 Carew Tower
Cleveland, Ohio, 627-29 Hanna Building
Dallas, Texas, 1301 Santa Fe Building
Denver, Colorado, 836 Continental Oil Building
Detroit, Michigan, 10090 W. Jefferson
Houston, Texas, 706 Sterling Building
Indianapolis, Indiana, 1015 Architects & Builders Building
Kansas City, Missouri, 438 Ward Parkway
Los Angeles, California, 807 Architects Building
Milwaukee, Wisconsin, 439 West Oregon Street
Minneapolis, Minnesota, 1308 Foshay Tower
New York City, 30 Rockefeller Plaza
Omaha, Nebraska, 312 Woodmen of the World Building
Philadelphia, Pennsylvania, 1616 Walnut Street
Pittsburgh, Pennsylvania, 712 Grant Building
Portland, Oregon, 302 Spalding Building
St. Louis, Missouri, 1047 Big Bend Boulevard
Salt Lake City, Utah, Dooly Building
San Francisco, California, 2501 Harrison Street
Washington, D. C., 15th and K Streets, Investment Building



Home in Belmont, Massachusetts, designed by Derby, Barnes and Champney, Architects, Boston, Massachusetts.



Residence of Mr. Willard Bellack, Neenah, Wisconsin. George Fred Keck, Architect, Chicago.



U S G PRODUCTS FOR EXTERIOR WALLS

As you read through the product section of this book, you will find that the U S G line offers you a varied list of products from which you can select the material or group of materials that will best fulfill your individual cost, space and structural requirements.

For instance, one type of sheathing insulates while adding structural strength to an airtight, windproof outside wall. Another sheathing adds the safety of fireproof gypsum and at the same time protects

against wind infiltration and helps brace the wall.

If your home's architecture requires its use, you will find in the U S G line a superior grade of stucco that should be applied over the strong, durable base known as U S G Stucco Mesh.

For the house suited particularly to any of the shingle or clapboard sidings, asbestos cement sidings offer neatness, fireproofness and permanently waterproof finishes in many different colors.

WEATHERWOOD

Asphalt Coated Sheathing

Under the exterior surface of wood siding, brick veneer, asbestos or wood shingles and stucco, the sheathing of your home is a vital part of the construction. Today, research has provided materials which give more than bracing strength and rigidity to the frame of your home. You can use sheathing which adds to your comfort and saves fuel because of its insulating qualities. Weatherwood Insulating Sheathing is a material which gives this plus value.

Three-Fold Service

Weatherwood Asphalt Coated Sheathing performs a triple service—1. It builds. Applied over the frame of the building each 2 x 8 foot section ties 7 studs together



An economical material to apply. Cutouts are made on the scaffold. Saves time and reduces waste.



This sheathing adds bracing to the house—it ties seven studs together with one sheet.



Weatherwood Sheathing is a 3-in-1 product. It builds, sheathes and insulates. Tongue and groove joints protect against wind infiltration and make a tight wall.

—provides additional bracing for the framework. 2. It keeps out wind and dust. Its tongue and groove construction means a wind-tight wall. 3. It insulates. Weatherwood Sheathing is an efficient, economical insulation. This means that you have greater comfort all the year—reduce fuel bills in winter.

How Weatherwood Sheathing Is Made

Hardwood fibers are ground and made into board form. These fibers are a series of tiny tubes which are interwoven in manufacture. The result is the formation of millions of dead air spaces which give the sheathing its insulating properties. The tongue and groove construction makes each joint weather and wind tight.

Weatherwood Sheathing is made in 2 ft. x 8 ft. sections. It may be handled quickly and easily by one man. It may be applied from the inside which saves the cost of outside scaffolding.

How It Is Protected

Weatherwood Sheathing is coated with asphalt on the outside to seal it from water and weather during construction. The inside fibers are treated with a size coat which protects the board from moisture penetration.

Consider These Points

When you select Weatherwood Sheathing you get added insulation, which means greater comfort winter and summer, fuel savings which continue year after year, a wind-tight wall, as well as quick, easy application.

GYPLAP

The Fireproof Sheathing

Sheathing has two main jobs to perform. It is a bracing material for your house—to help give rigidity to your walls—and it should be a protective barrier between you and the weather.

Modern sheathings give plus value, in addition to meeting these basic requirements. There is one type for example which adds insulation, another which, because it is made of a fireproof material, adds protection against fire to its other qualities.

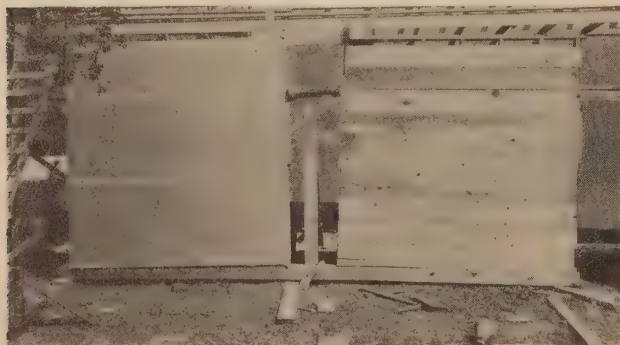
If you wish to combine insulation with a structural material, Weatherwood Insulating Sheathing (described on the previous page) should be selected. If you desire additional fire protection for your outside walls, Gyplap Sheathing is a logical choice.

Gyplap Keeps Out Weather

Gyplap is made in a standard half-inch thickness, two feet wide and six feet, eight inches or eight feet long, with tongue and groove edges on the long dimension. It is nailed horizontally over the outside of the studding of exterior walls.

Gyplap has exceptional efficiency in keeping out weather. First it has the advantage of large size; this reduces joints to a minimum and this helps build a tighter wall. Second, it has the tongue and groove to provide a tight fit at cross joints. Third, it is machine made for accuracy of dimension, and fourth, it is made with a mineral core and is, therefore, non-warping.

Because Gyplap is non-warping and non-shrinking it stays put. It does not open up at joints with moisture and temperature changes, and it makes possible a tight fit around window and door frames.



This test, made before a group of building inspectors, illustrates the superior resistance of Gyplap to the stresses which cause distortion or deflection. To its bracing strength and protection against weather, Gyplap adds fire protection, for Gyplap made of gypsum, is fireproof.

Gyplap Has Bracing Strength

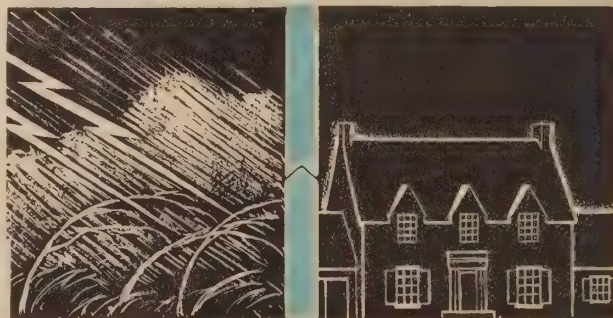
Standard tests on Gyplap show conclusively that ordinary frame construction sheathed with Gyplap is much stronger than frames sheathed in the customary manner with either horizontal or diagonal wood sheathing. Similar tests made by Columbia University confirm these results. To the home builder this means a building built to last.

Gyplap Protects From Fire

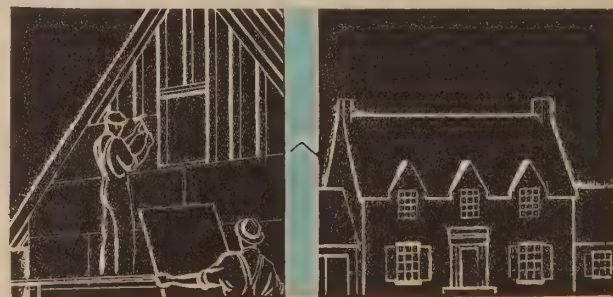
"The Fireproof Sheathing"—that is what Gyplap is called. Applied over the framework you have a continual bulwark against fire. When you add to the interior Rocklath—the Fireproof Lath coupled with a coating of fireproof gypsum plaster, you have your framework completely encased in fire-fighting materials. You may even carry this protection farther by using Oriental Stucco or Asbestos Cement shingles on the surface. Even greater protection is afforded by a roof of Asbestos Cement or Asphalt Shingles.



Fire protection—Gyplap is fireproof.



Weather protection—Gyplap has tongue and grooved joints for tight walls.



Structural strength—Gyplap braces the building.

Oriental Exterior Stucco and Red Top Stucco Lath

Certain types of architecture call for stucco exterior. In order to have a good looking, durable job you require a superior grade of stucco properly applied over the right type of backing.

The combination of high quality stucco and stucco backing is supplied in *Red Top Stucco Lath* and *Oriental Exterior Stucco*.

Red Top Stucco Lath is a scientifically correct stucco base and reinforcement. It provides a continuous straight line reinforcing for stucco applied either by hand or machine.

It is designed to overcome shrinkage, temperature changes and wind stresses, and also protects the stucco against unusual shock and impact. It is "self-furring," which means economy in application.

Oriental Exterior Stucco

Oriental Stucco is prepared and mixed before it reaches the job. It needs only the addition of water to make it ready for the plasterer. It thus eliminates all the uncertainties of job mixing.



Oriental Exterior Stucco and Red Top Stucco Lath combine to give beautiful, durable, exterior beauty to these two homes designed by George Fred Keck, Architect, Chicago. Illustrating the adaptability of these materials to all price ranges, the home above is a moderate cost residence, while the one below is valued at approximately \$150,000.



Red Top Stucco Lath is a scientifically correct stucco base for reinforcement—economical because it provides self-furring. It grips and holds stucco with rigid steel fingers.

Oriental Stucco construction consists of two coats of Oriental Base Coat, followed by a single coat in color of Oriental Stucco Finish. The base coat is factory mixed and compounded to provide a strong and lasting background for the finish coat. As the correct proportion of uniformly graded sand is also included at the factory, any possibility of over-sanding is eliminated.

The finish coat is mixed with mineral colors and ingredients to make it water resistive and non-staining. It comes in white and eleven standard colors, largely the lighter tones which are the most difficult to produce in job mixed materials. All ingredients, including colors, are machine mixed and weighed to assure uniform color and correct mixture.

The successful use of Oriental Stucco is not confined to any particular section. Properly applied, it is giving satisfactory service on outstanding jobs in localities where severe temperature changes are common and in districts having alternately dry and rainy seasons.

Any desired period texture may be produced in the colors of Oriental Stucco, as well as smooth trowel, stipple, sponge, rough coat or splatter dash finishes. Its finish increases in strength and water-resisting qualities with age.



USG Asbestos Cement Siding No. 600 Wavy Butt is on this attractive home built by Alexander & Hale at Terrell Hills, San Antonio, Texas.

USG ASBESTOS CEMENT SIDING

Over a long period of time, Asbestos Cement Siding has established its usefulness as an attractive, economical solution to the problem of providing sidewalls of fireproof materials in new construction or restoring old, dingy buildings to new life and beauty.

It remained for USG to revise the old standards and to offer a complete line of asbestos sidings covering a wide range of uses and price requirements. This complete assortment includes a general line of water-repellent sidings in two shades and three shapes.

It introduces a wonderful new process known as "GLATEX" which provides a product which is self-cleaning and may be washed with soap and water to restore its original freshness.

The General Line of USG Asbestos Cement Sidings

These Sidings may be had in Wavy Butt, Thatch Butt

and Clapboard designs (See illustrations). They are available in the whitest white or weathered grey. They are textured in wood grain which gives the appearance of wide wood siding so suitable to Colonial and other popular styles of architecture

These sidings in the general line are all treated with a water-repellent compound. They are fireproof, weather-tight and do not require paint. They are low in cost and economical in application. Applied over present sidings, they stop wind infiltration and save fuel.

Glatex Processed Sidings— A Sensational Development by USG

Recently USG introduced a new process which has changed the whole complexion of sidewalls for houses.

This is called the "Glatex" process. The walls covered with this new processed siding stay as clean as a china



"Glatex" Siding—the exclusive USG self-cleaning siding. Even Iodine Washes Off Without Staining.

dish. The dense china-like surface resists water like a porcelain bathtub, is self-cleaning like a china cup, and may be washed with soap and water. This means factory-freshness that keeps the sidewalls of houses clean longer, and enables them to be readily restored to their original beauty.

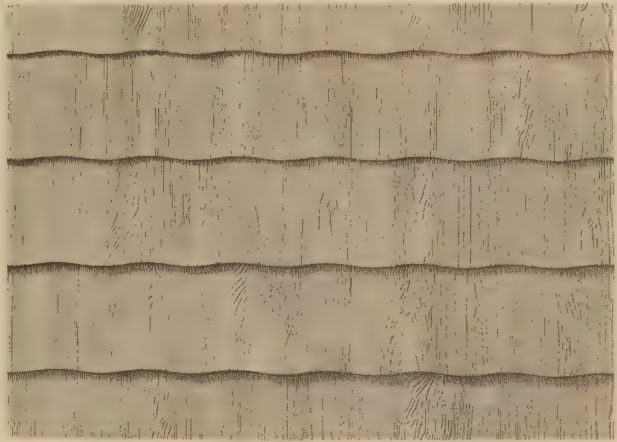
This development was more than three years in the making, tests were made in grime-laden atmosphere. Soot, dirty transmission oil, and even iodine may be applied to the surface and wiped off with a clean rag. The surface is baked and fused into the core of the siding. This is a development you should see at your nearest USG dealer.

The Glatex Line is available in the Wavy Butt design only. It is made in whitest white, weathered grey and an assortment of colors.

Selecting Your Siding for Service

If you live in a rural area or in a community free from smoke and soot you may prefer one of the general line of USG Asbestos Cement Sidings. In this way you can effect a saving in cost with a sacrifice in surface protection, which may not be so important in the locality in which you live. On the other hand, in localities where the atmosphere is grime-laden and filled with dirt and dust—then you need the protection of

"Glatex" which stays clean longer and may be washed with soap and water. The "protected beauty" and ease of cleaning make "Glatex" well worth its slight additional cost, especially where smoke and dirt are problems.



The deep wavy lines and idealized wood grain texture of USG Wavy Butt Siding give them the appearance of wide wood siding so suitable to Colonial and other popular styles of architecture.



USG Thatch Butt Siding gives the impression of random width individual shingles. To safeguard against definite repetition of patterns, USG Thatch Butt Siding exclusively is made in two distinctive designs, each cut from a separate die.



USG Clapboard is a distinctive USG design. It gives the straight line appearance of Colonial clapboard so necessary for true Cope Cod and Colonial architecture.

OTHER IMPORTANT USG FEATURES

Fire Protection—Made of Portland cement and asbestos fibres. Can not burn.

Lifetime Service—Made of lasting materials, USG Asbestos Cement Siding offers a lifetime of satisfaction.

Lower Costs—Never requires paint. Tighter walls help to reduce fuel bills.

Longer Shingles—Only 27" siding shingle available. Means less joints, better insulated wall.

Die-Cut Edges—All edges die-cut simultaneously. Better alignment, tighter joints, neater job.

Strength Where Needed—Reinforced from top to bottom—the point of greatest strain.

Greater Texture Variation—24 different texture designs.

Color Uniformity—Full 28 days' curing assures true, lasting colors.



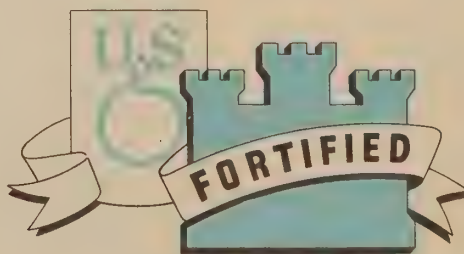
USG PRODUCTS USED IN BUILDING ROOFS

Primarily, the selection of a roof for your home is based on a color and style that blends harmoniously with the coloring of your exterior walls and with the architecture of your house. Here again USG offers a complete line of products from which you can choose the one that is best suited to your problems.

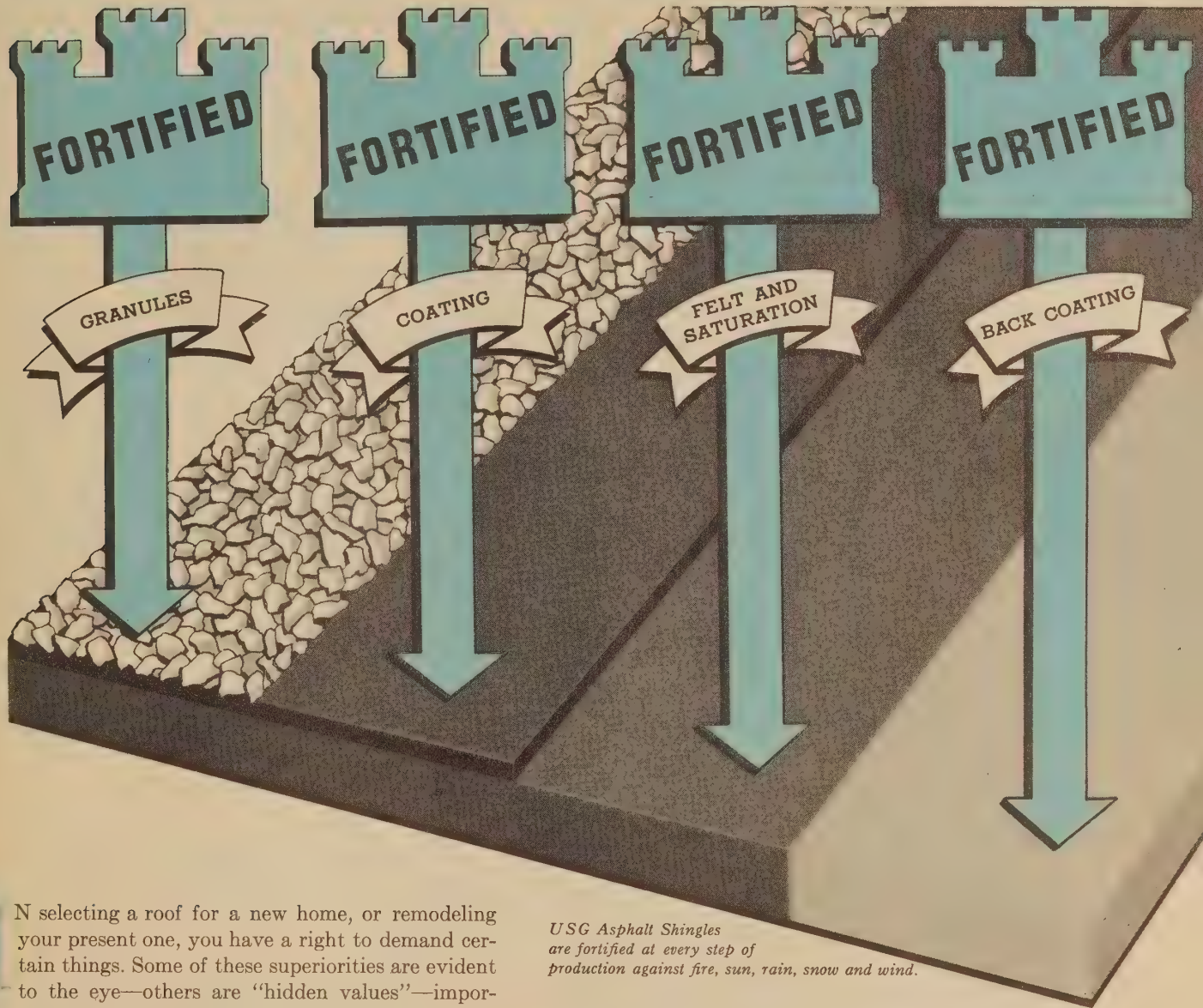
As we pointed out before, roof fires generally start from

chimney sparks or embers from nearby fires. Therefore, it is important to see that your roof is fire resistant as well as beautiful.

The USG Roofing lines (both asphalt and asbestos cement) offer beauty in color and design, resistance to fire and are so designed that you will be able to find the pattern and shade you want at the price you want to pay



USG ASPHALT SHINGLES FORTIFY YOUR ROOF



IN selecting a roof for a new home, or remodeling your present one, you have a right to demand certain things. Some of these superiorities are evident to the eye—others are “hidden values”—important qualifications almost solely dependent upon the reputation of the maker.

In selecting USG Asphalt Roofings and Shingles, you may place your demands high—you expect and get *Beauty*—in new glowing, colorful blends and refreshing textures; *Fire Resistance*—originating in materials which will not support combustion; *Weather Protection*—which results from quality built through and through—in-built quality which assures rugged resistance

USG Asphalt Shingles are fortified at every step of production against fire, sun, rain, snow and wind.

against the elements; *Low Cost Per Year*—the net of it is long life which means lower cost per year of wear.

From front to back, side to side, and end to end, USG roofings are built like a fortress—composed of fighting elements that survive in the war against wear. All of these materials are chosen only after searching tests in laboratories especially equipped for the purpose. Then these trials are further extended to include actual outdoor conditions.



This attractive house in White Plains, New York, has USG Asphalt Shingles. This home was designed by Victor Ciarkin, Architect.

The granules which give color and add fire resistance to USG Asphalt Shingles are made of minerals tested for fadeproof qualities. They are embedded in a coating of special formula, calculated to resist sudden changes in temperature and hold the granules in a tight grip.

Full-bodied asphalt saturation of the felt which forms the base provides a reservoir of life-preserving asphalt, protection against the drying effect of strong sunlight.

Many Colors and Designs

The felt body is made of selected materials which give it absorbent qualities to allow it to drink up its full quota of life-preserving asphalt combined with strength, due to strong fibers made from carefully selected rags.

The backs of the USG Asphalt Shingles are coated

with a compound which seals them against moisture.

Shingles are made in exclusive USG types and designs with locking devices which hold them together as a unit and defy the attacks of blustering winds. Some of these shingles are made especially for applying right over old roofs.

In USG Asphalt Shingles, Sidings and Roll Roofings, you have a complete choice of color, a wide range of types, shapes, sizes and prices, to harmonize with any color scheme and price requirement. All of these products are "Fortified" against fire, sun, rain, snow and wind.

Best of all is the assurance that USG always means quality—quality that must prove itself in the most severe tests that technicians can devise and re-proved in actual conditions of service.

USG ASBESTOS SHINGLES

The ideal roof is waterproof, fireproof, beautiful and low in cost per year of service. A roof covered with USG Asbestos Cement Shingles meets every one of these requirements. There is nothing in them which can burn. Consequently, they are given the highest ratings of the Underwriters' Laboratories.

These shingles continue to get harder year after year. This means lifetime service. The surface pores are closed by 9,000 ton pressure. Color uniformity is assured by full 28 days curing. As for design, you have your choice of three popular shapes.

USG American Method Tapered Shingles are especially designed by leading architects and outstanding color designers to provide a roof of unusual beauty and architectural appeal for the finest homes. They present a rugged beauty similar to that of the weather-beaten shingles so commonly used in the days of our forefathers.

USG Dutch Lap Shingles are available to those who prefer the traditional horizontal and vertical lines, together with idealized wood graining, to the plain texture diagonal design of the hexagon shingle.

The simplicity and self-aligning features of the Dutch Lap method of application materially reduces application costs. This saving plus the low cost of the shingles themselves makes the Dutch Lap roof one of the most economical asbestos cement shingle roofs available.

Hexagonal Shingles are typical of the attractive roofs so often seen in the rural sections of France. At low cost they provide protection from fire and weather. The smooth finish emphasizes the bright, clean appearance of the shingles. They bear Underwriters' Class B label, which in many localities lowers insurance costs.

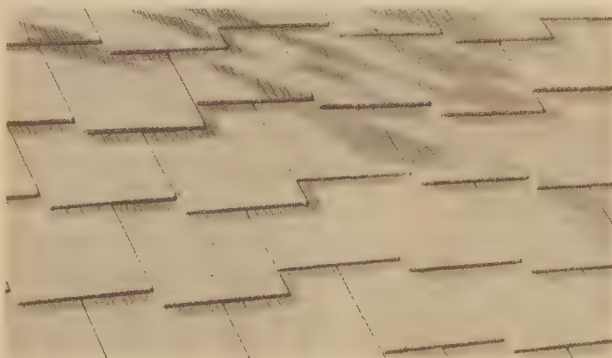
Hexagonal Shingles are the lowest priced asbestos cement roofing shingles, and thus combine lasting protection with low cost. They are particularly suitable for medium priced homes and other structures where practical value is desired without sacrificing appearance.

A wide variety of colors and types enables you to select or your architect to specify the roof which best conforms to your requirements of design, whether the building is a modest cottage or an expensive home. In addition to their growing popularity in new construc-

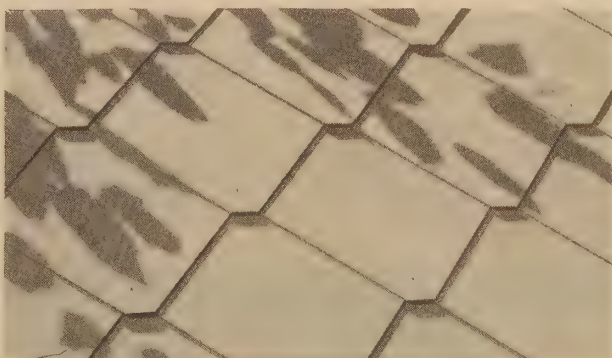
tion, USG Asbestos Cement Shingles are being increasingly applied over other types of materials which are not as fireproof, lasting or beautiful.



USG Dutch Lap Shingles provide the traditional horizontal and vertical lines, together with idealized wood graining preferred by many people. They carry Class "B" Underwriters' label.



USG American Method Tapered Shingles present a rugged beauty similar to that of the weather-beaten shingles so commonly used in the early days. They carry Class "A" Underwriters' label.



USG Hexagonal Shingles are typical of the attractive roofs so often seen in the rural sections of France. At low cost they provide protection from fire and weather. They carry Class "B" Underwriters' label.



USG PRODUCTS FOR INSULATING YOUR HOME

USG offers many different types of insulation products to give the service which various job conditions and budgets require.

As we have shown in our discussion on a "Yardstick for Selecting Insulation," each job requires individual consideration. The cost of your home, the fuel you burn, the climate in which you live, the architecture of your home, whether you are building or modernizing—all these affect your final decision on the material best suited to *your* problem.

For this reason, for example, USG sells Red Top Insulating Wool Blankets in three thicknesses and three

types, and also in loose or granulated form for blowing into sidewalls.

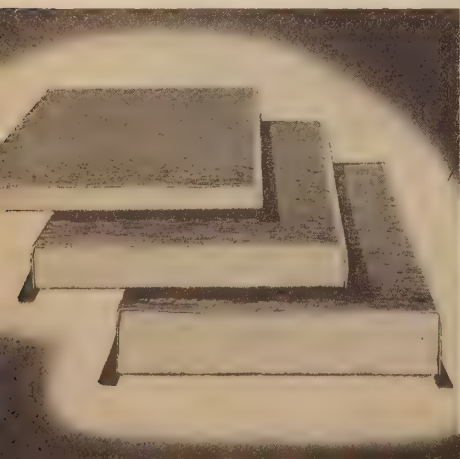
To fit jobs that call for an insulation that provides structural strength and rigidity, USG makes insulating sheathing, laths and wallboards. For those who want to combine insulation with predecorated wall and ceiling finishes or with sound absorption, there are USG products specially developed to fit their needs.

With such a complete, diversified range of insulation products, USG is in a position to give unbiased advice to architects, owners and builders—to provide the product best suited to your requirements.

Red Top Insulating Blankets are sold in both roll and bal type, in three thicknesses, inch, medium and thick, completely enclosed in an envelope. There is no chance of skinning the job.

Red Top Wool is extremely light in weight—no burden of heavy dead load. It is free from foreign materials which add weight but contribute nothing to insulating efficiency.

Red Top Blankets are lively like a steel spring. Compress the mat, release it, and the resilient wool fluffs back. It holds its shape and preserves its insulating properties.



RED TOP INSULATING WOOL

Enclosed in an envelope—made of Fiberglas—manufactured by precision methods—Red Top Insulating Wool more than meets the basic standards of insulation value. You or your architect may select the type and thickness that will meet your requirements. There is no danger of splitting the blanket or skimping the job.

Red Top Insulating Wool is made from long silky glass fibres, bound together with a special binder. The result is a lively spring action which holds the material snugly in place. The envelope which encloses the wool has a vapor barrier on the warm side (in winter) and a vapor porous material on the cool side. These features along with the new air spacing flange provide the very latest contribution in condensation control and high insulating efficiency.

Red Top Insulating Wool is made in rolls for larger expanses, Bats in shorter sections for cut-up spaces, and Junior Bats, which are not enclosed in the protective envelope. The Junior Bats are used in remodeling work and for tucking in odd spaces. These various types are shown in illustrations on this page. Through inch, medium and thick sizes, you have a selective line which meets every job condition and pocketbook.

In addition, there are USG Insulating Wool Products especially adapted for blowing into sidewalls or roof spaces on remodeling jobs.

The new improved Red Top Insulating Wool was built to give you eleven of the twelve ideal insulation points.

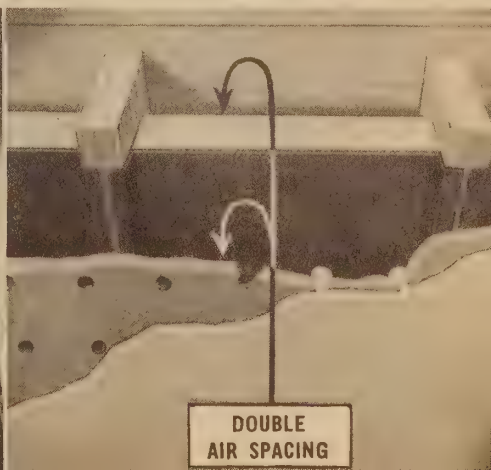
- 1. HEAT RESISTANT**—Built to predetermined, dependable values. Checked by recognized laboratories.
- 2. WIDE RANGE OF USE**—Made in Inch, Medium and Thick Blankets, and Junior Bats . . . presenting a wide range to meet various job conditions and price requirements.
- 3. ASSURED EFFECTIVENESS**—Made to rigid specifications, predimensioned, completely enclosed, providing a uniformly effective insulating blanket.
- 4. DURABILITY**—Made of silica—lasting like the sands of time.
- 5. LIGHT WEIGHT**—Less dead load . . . light to handle . . . free from dust and impurities which add weight but contribute nothing to insulating efficiency.
- 6. LOW HEAT CAPACITY**—Does not tend to hold heat in the insulation itself.
- 7. RESISTANT TO CONDENSATION**—Vapor barrier on warm side . . . porous envelope on cool side . . . automatic air spacing flange—these three features provide new and better condensation control.
- 8. EASE OF INSTALLATION**—Tailored to fit . . . holds itself in place . . . no tendency to pack or shake together . . . light, easy, quick to apply.
- 9. FIRE RESISTANT**—The mat is made of Fiberglas . . . naturally it cannot burn.
- 10. HARMLESS TO HEALTH**—Free of odors . . . free of dust . . . repellent to vermin.
- 11. ECONOMY**—The wide range of this selective line meets varying job conditions and budgets.

In addition, Red Top Wool Insulating Blanket is as permanent in its benefits as the house itself.

Red Top Insulating Wool Blankets are tailored to fit the job like a custom-made suit of clothes. This means faster application with less waste of time and material, and provides wind resistance.

The lively resiliency of the Fiberglas mat holds the blanket steadily between the studs; it stays in place; it cannot settle or shake down and leave uninsulated spaces.

Notice the automatic air spacing flange which provides a recess for the vapor barrier, keeping it away from wet plaster keys. A second air space is automatically provided on the cool side.



WEATHERWOOD INSULATING BOARD INSULATING ROCKLATH INSULATING SHEETROCK

For Economical Double Duty Insulation

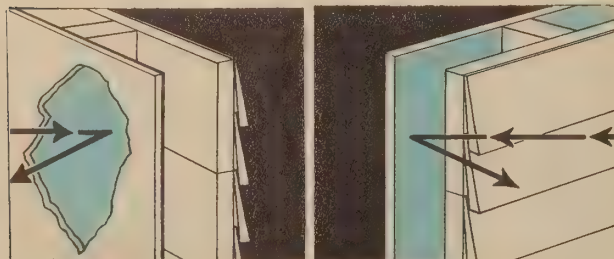
Often circumstances do not call for or permit the use of an insulation of the highest heat resistance. The budget of a small low cost house, for example, may not permit the use of Red Top Insulating Wool throughout. Or a home with a great deal of roof area may require it only in the attic, if proper attention is given to storm sash, weather stripping and a less efficient wall insulation. A garage needs less insulation than the house.

All houses do not have the same insulation requirements, although all homes, no matter how small or inexpensive, need insulation in both walls and attics.

To fill these needs and to help architects and dealers give unbiased insulation advice, U S G has developed a complete line of rigid board insulation products. They are economical insulations. Each does double duty, efficiently insulates and serves at least one other purpose.

Weatherwood Insulating Interior Finishes. These products provide a wall and ceiling finish, along with insulation. They are especially adapted for attic rooms, recreation rooms and for covering old walls and ceilings. Many of them are predecorated.

Insulating Sheetrock. A fireproof gypsum wallboard which gives a wall finish, ready for any decoration. On the side away from the room, facing the air space between studs or rafters, the board is covered with aluminum foil, which repels radiant heat.



(Left) This shows what happens with Insulating Rocklath or Sheetrock in winter. (Right) This shows how Insulating Rocklath or Insulating Sheetrock repel summer heat by reflecting rays of radiant heat.

Weatherwood Insulating Lath. Provides an efficient plaster base, as well as effective insulation for the interior and outside walls.

Insulating Rocklath. Combines the advantages of a fireproof gypsum lath with efficient metal foil insulation for use on the inside of exterior walls.

Weatherwood T & G 2'x8' Asphalt Coated Sheathing. A 3-in-1 product, giving efficient insulation, weather protection, and a rigid sheathing board.



Weatherwood Asphalt Coated Sheathing (shown above) and Weatherwood Plaster Base provide efficient economical insulation, plus structural value. They are 3-in-1 materials.





USG PRODUCTS FOR INTERIOR WALLS, PARTITIONS AND CEILINGS

The United States Gypsum Company provides a range of products for walls and ceilings as wide as the public's building requirements.

For example, USG furnishes Metal Lath Products, Perforated Rocklath, Plain Rocklath, Insulating Rocklath and Weatherwood Insulating Lath. In addition, for "crack protected" walls and ceilings, there are several plastering systems for your consideration.

In plasters, too, there are a diversity of USG materials each of them processed to provide definite characteristics, to meet specific job conditions and requirements. Thus USG makes base coat plasters, finishing plaster and lime, moulding plaster for ornamental work and plasters for surfaces subject to high humidity and unusual wear.

Frequently wallboard is the logical choice for walls and ceilings, particularly on remodeling jobs. Therefore, USG offers a most complete range of wallboards for your selection. Examples are Sheetrock, the fireproof gypsum wallboard which provides a smooth surface ready for any decoration, or Weatherwood Blendtex which combines insulation with pre-decorated walls and ceilings.

Finally, you have a wide choice of colors and textures in USG Paints which were developed by USG after years of experience with walls and ceilings.

Each of the major USG interior wall and ceiling products is described on the following pages. From the descriptions and illustrations you can choose those whose characteristics fit the construction requirements of *your* home.



PERFORATED ROCKLATH

Perforated Rocklath, plus Red Top Plaster, meets the four major requirements of a good interior finish, because this combination provides:

- (1) A hard, lasting surface suitable for any type of decoration.
- (2) Rigid, non-warping walls and ceilings, that are free from lath marks or stains.
- (3) Protection against fire, both for the building and for its occupants.
- (4) Economical, low-cost construction.

Perforated Rocklath is a gypsum plaster base composed of a core of gypsum plaster between two sheets of tough, fibrous material. It comes in sheets 16" wide and 48" long, with $\frac{3}{4}$ " diameter perforations spaced 4" apart.



Protected against fire by Perforated Rocklath and plaster.

When plaster is applied to the surface of Perforated Rocklath, it grips the lath with twice the strength it would have on the average lath. In addition to the normal bond or "suction" between Rocklath and plaster, the regularly spaced perforations on the surface of the lath provide a second way for the plaster to grip the lath. Plaster is forced through these holes, forming "fingers" of wet plaster that bend when they reach the back side of the lath. These bent "fingers," when they set, hold the plaster firmly to your walls with a mechanical key and supplement the grip already formed by the plaster with the surface of the Rocklath. Falling plaster is never heard of where Perforated Rocklath is used.

Greater Fire Protection

In times of fire emergency, your home's construction will be put to the acid safety test. If fire breaks out in one part of the house, your walls and ceilings should be constructed to confine the fire to that part of the house long enough to give everybody time to escape to safety

or to bring the fire under control. Perforated Rocklath construction will give you this protection—and at no added cost over combustible lath construction. Being made of gypsum, Perforated Rocklath *will not burn*.

Tests show that partitions using this lath qualify for a one hour fire rating. Such a partition will keep fire that starts in one room from spreading to the next room for over an hour—much more than adequate time to remove all of the occupants from the average house and to put out most fires.

Protects Against Lath Marks

Lath marks and stains—those dark horizontal streaks that occur frequently on walls where ordinary laths are used—have been practically eliminated by Perforated Rocklath.

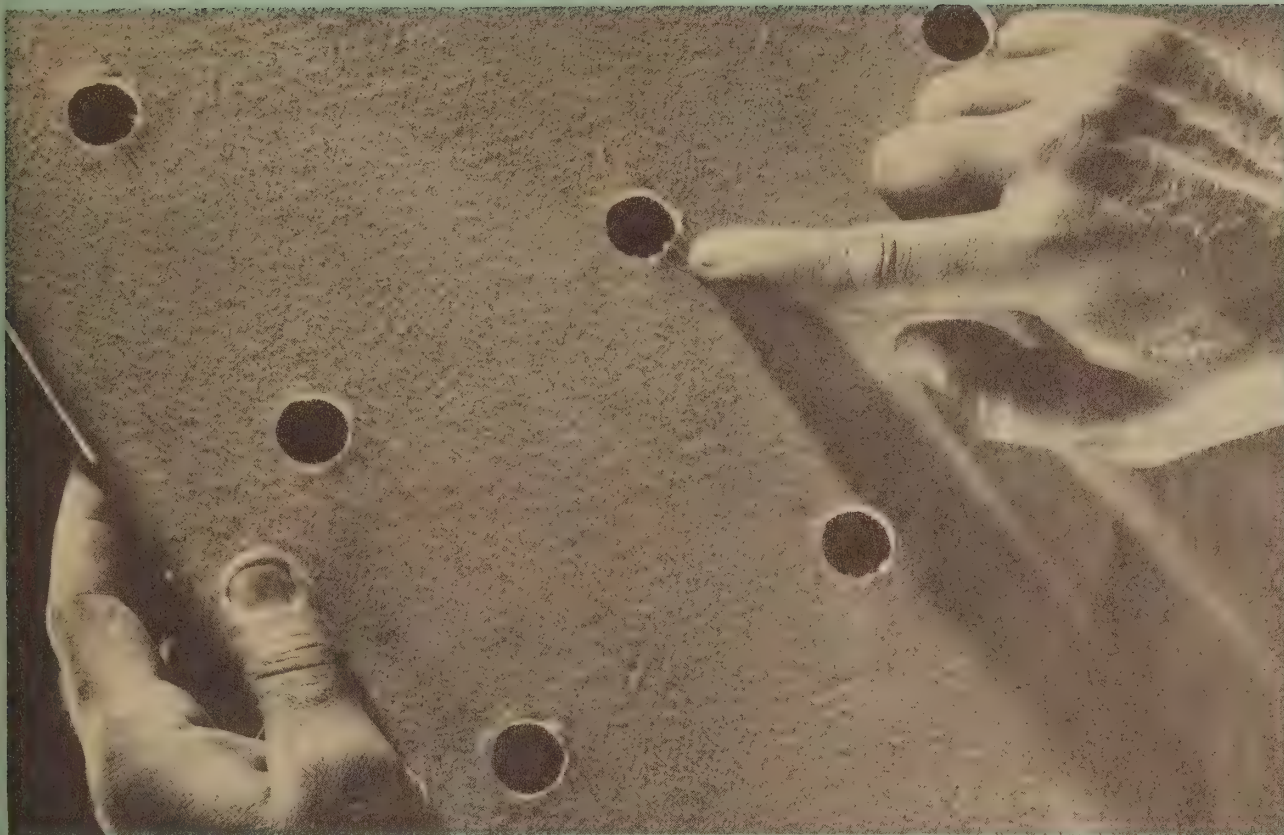
Lath marks are caused by inequalities in temperature between wood lath and the space around it. More air passes through the space between pieces of lath than through the laths themselves, and consequently more dirt is deposited there than on the lath. This causes the characteristic discoloration found on many walls plastered over wood lath.

Perforated Rocklath, unlike wood lath, comes in large sheets rather than narrow strips and when covered with a proper thickness of gypsum plaster, the entire area presents a uniform surface with no temperature inequalities to cause lath marks.

Stains come from moisture or sap which seeps out of lath and through the plaster wall or ceiling, causing unsightly spots and streaks. Rocklath, containing no organic matter, no sap or free water, cannot stain or streak walls and ceilings.



Note how plaster is forced through the holes of Perforated Rocklath, forming "fingers" that hold plaster firmly to your walls—supplementing the grip already formed by the plaster with the surface of the Perforated Rocklath.



We punch Rocklath full of holes—to make a stronger wall, a wall that holds plaster with a welded and riveled grip, a welded grip of gypsum lath and gypsum plaster, plus the rivets formed by the plaster forced into the holes.

Rocklath Doesn't Warp or Buckle

Perforated Rocklath, literally a rock material, cannot warp or buckle. This eliminates one of the major causes of defaced walls and ceilings plastered over old-fashioned lath.

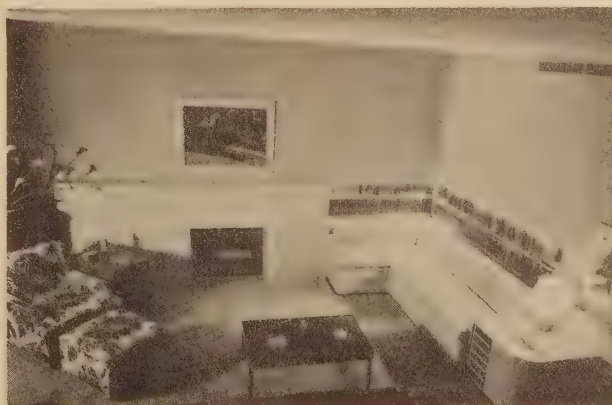
Perforated Rocklath stays in place, once it is properly attached to the framing. It forms a durable, rigid base for plaster—a staunch background for lastingly beautiful walls and ceilings.

Emergencies Prove Rocklath Qualities

The walls and ceilings of your home are not intended to suffer abuse.

Yet the “margin of safety” which experience has shown Perforated Rocklath walls and ceilings to possess is reassuring. Our files contain many accounts, for example, of houses practically inundated by floods or hurricanes

in which the Rocklath walls and ceilings were found to be structurally sound, without cracks or blemishes, after the waters were drained away.



The attractive walls and ceilings of this beautifully designed living room are made with Perforated Rocklath and Red Top Plaster. The home of James F. Eppenstein, Architect, Chicago.

RED TOP METAL LATH

Fireproof Steel Reinforcing for Walls and Ceilings

YOU want permanence, beauty and fire safety in your walls and ceilings. Red Top Metal Lath is one of the USG materials which will insure these things.

It reinforces plaster ceilings and walls. Its steel meshes are embedded in the plaster, giving it real protection and support. Underwriters' tests show that Red Top Metal Lath and Plaster on wood studs or joists will stop the progress of a fire for over an hour.

For the very finest in plastered walls and ceilings, use Red Top Metal Lath as a base for Red Top Plaster. But whether or not you use it on the rest of the house, insist that it be used at the following vulnerable points: the basement ceiling—particularly over the furnace and coal bin; the wall above the fireplace; back of the kitchen range; around and under the stairs. These are places generally conceded to be the worst fire hazards in the average house, and the extra fire protection offered by Red Top Metal Lath may well save the home owner many times his investment in fire-loss savings.

The Red Top Metal Arch provides a unit plaster base of symmetry and uniformity for all types of plastered arched openings. In one operation it is in place, ready for the plasterers.



Red Top Metal Lath provides a strong, rigid, fireproof base for both walls and ceilings. Note the attractive arch openings which can be provided with Red Top Metal Arches.

For beauty and permanence of plastered surfaces, use Red Top Metal Lath on ceilings of important rooms, on corners (for reinforcement), on tile walls, such as in the bathroom, and over pipes and heat ducts passing through walls and over ceilings.

Red Top Metal Lath is made of the finest steels, in modern, up-to-the-minute mills. Each operation performed on the huge machines is carefully watched and the lath checked and inspected at every stage of fabrication.

Red Top Metal Lath

The term "Red Top Metal Lath" embraces a number of different items and accessories—too numerous to mention all of them here. Generally, the laths are di-

vided into the following groups: Red Top Diamond Mesh, Red Top Z-Rib and Red Top Rib Lath. These laths are all stiff plaster bases, excellent for lathing entire ceilings or rooms.

Red Top Diamond Mesh, with its 11,000 openings per square yard, assures plaster economy and "steel-strengthened plastering" at low cost. It is a rigid, easily erected all-purpose lath that serves as an excellent base and reinforcement for all types of plain and ornamental plastering, and fireproofing.

Red Top Z-Rib Lath is exclusive in design. It adds exceptional rigidity and provides shelves to hold the wet plaster in place on both front and back. By the combination of these sturdy ribs and its "herringbone" type of mesh for additional rigidity, every step is made easier, without waste of plaster and with positive economy.

Red Top Corner Bead

Supplementing the Red Top line of metal lath are the various types of Corner Beads. This very important accessory is fitted over "outside" corners to protect the plaster against damaging blows. It presents a narrow ridge of steel at the exact corner so that anything bumping it will hit the steel instead of harming the plaster.

Red Top Cornerite

Red Top Cornerite is a strip of metal lath that has been bent to a right angle along its length. It fits into the "inside" corners to reinforce plaster at this important point. Cornerite should be used over Rocklath, Insulating Lath and wood lath, but is not required if you use any of the USG Plastering Systems.

Red Top Strip Lath

Red Top Strip Lath is a flat, long and narrow strip of metal lath used to protect walls above the upper corners of doors and windows against plaster cracks. Like



Red Top Cornerite should be used on inside corners over wood lath, Rocklath, Insulating Lath. It reinforces them and prevents unsightly corner cracks from appearing in the plaster. Use Red Top Strip Lath to cover sections of walls and ceilings where there are joints which might cause cracks, especially around window and door frames when metal lath is not used for plaster base.

Cornerite, Strip Lath should be used over Rocklath, Insulating Lath and wood lath, but is not required for use with any of the USG Plastering Systems.

Red Top Metal Arches

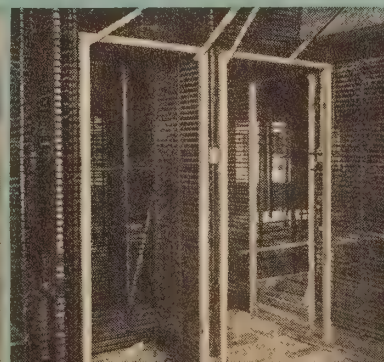
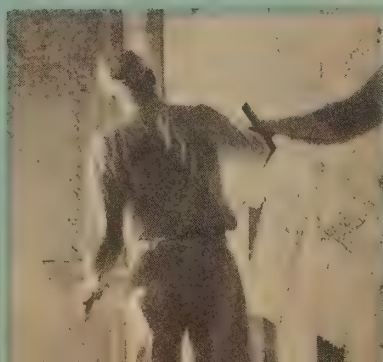
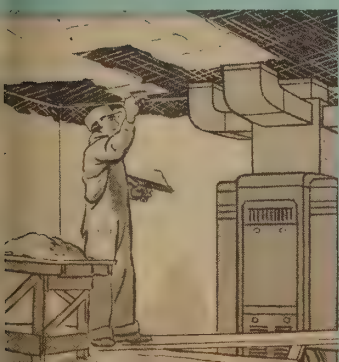
Red Top Metal Arches provide a good plaster base of symmetry and uniformity for all types of plastered arched openings. They eliminate a very difficult operation—the construction of true, symmetrically curved wooden forms around the tops of arched doors and windows—and in this way save the home owner both time and money. They are furnished in seven standard sizes which can be adapted to practically all types of openings up to 72 inches in width.

Red Top Metal Lath covered with wood fiber plaster enjoys a one-hour fire rating. Use it on basement ceilings particularly over furnace rooms.

It is important to protect stair wells, as their collapse in case of fire may prevent exit from the house. Red Top Metal Lath and Plaster provides protection at this vulnerable point.

Red Top Z-Rib Lath is ideal for partitions and ceilings. It is easy to erect and provides a rigid, fireproof base for plaster.

Note how plaster grips the Z-Rib Lath at the back. This lath is carefully designed to provide ample keys without wasting plaster.



USG PLASTERING SYSTEMS FOR "CRACK PROTECTED" WALLS AND CEILINGS

A SWEEPING improvement in walls and ceilings came when the development of USG Plastering Systems made it possible to prevent plaster faults due to warping, twisting, settlement or other movement of studs and joists.

These systems provide the greatest insurance for smooth, durable walls and ceilings that may be had at any price. As a result of these new systems, plaster cracking, due to framing shrinkage and distortion, is practically eliminated.

Then USG Plastering Systems also eliminate streaks frequently seen in the past, particularly on ceilings, which show the pattern of the lath and studs in a grimy silhouette. This condition, in addition to its unsightly appearance, causes frequent washing and redecorating.

In addition, these systems act as an effective barrier to noise transference from one room to another through walls and ceilings.

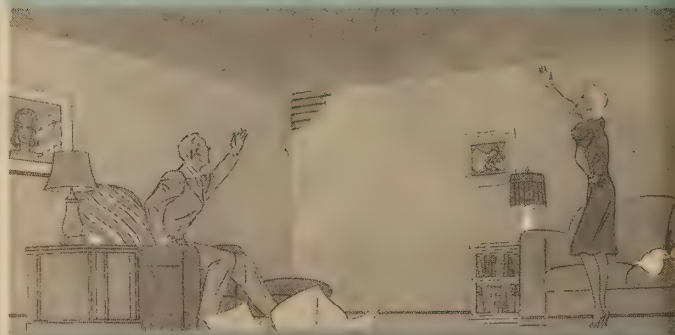
How Is This Done?

When using a USG Plastering System, the lath and plastering, instead of being solidly attached to the framing members, are suspended on spring clips, much like the chassis of your motor car is suspended on springs, which carry the weight yet compensate for the road shocks.

Cracking—Where framing members tend to twist, sag, or warp, the spring clips absorb the movement and the plastered wall is not disturbed. Consequently, plaster cracks are kept to a minimum. As a matter of fact, with anything like average conditions, they seldom appear at all.

Streaking is caused by unequal temperatures, due to direct contact of the plaster base with framing members. By removing this contact, the USG Plastering

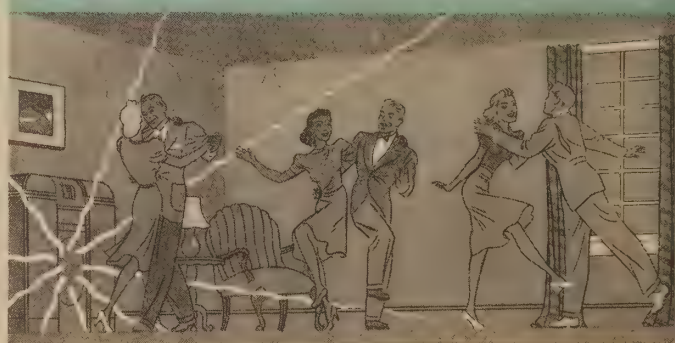
Framing-strained walls and ceilings that crack . . .



Walls and ceilings marred by lath and framing streaks



Hard, rigid walls and ceilings that telegraph every sound





The Rocklath Resilient System, for suspended walls and ceilings, preventing cracks, lath marks and reducing transmission of sound.

Resilient walls and ceilings that insure against cracks



Clean walls and ceilings that stay clean longer



Quiet walls and ceilings that reduce sound



Systems equalize the temperature and eliminate streaking due to this cause.

Sound sets up vibrations. In rigid walls these vibrations are usually carried to adjacent rooms through the framing members, but when sound strikes the Resilient Clips, it is largely absorbed—the vibration is dampened—the sound is deadened.

In addition to these other advantages, all component parts of these Resilient Systems are fireproof. The systems are comparatively low in cost.

How You Can Get These New Improvements in Plastering Systems

There are three different ways you can get the advantages of this resilient construction:

1. *Resilient Rocklath Plastering System*—This is composed of either Rocklath or Perforated Rocklath attached to the framing members with Resilient Spring Clips. No lath is nailed or fastened directly to the framing.
2. *Red Top Metal Lath Resilient System*—This is composed of metal lath attached to the framing members with Resilient Spring Clips. No lath is nailed or fastened directly to the framing.
3. *USG Bridjoint System*—Composed of Rocklath or Perforated Rocklath nailed to the studs, except that end joints of the board fall between rather than on the supports and the Rocklath is not nailed to framing at corners or ceiling line. The Bridjoint System helps compensate for frame movement and minimizes plaster cracks at the joints of the lath, at corners and at the ceiling line, and this is the most economical system—it generally costs no more than Rocklath and plaster applied the usual way.

These various systems accomplish similar results and lend themselves to standard wood, masonry or steel construction. Many owners of moderate priced homes are using these systems in some form in their best and most used rooms, such as living rooms, dining rooms, entrances or stair halls, and in bathrooms to help provide privacy.

Frequently either the USG Metal Lath or Rocklath Resilient Systems are used on ceilings in large rooms, with the Bridjoint System on the walls of all rooms and on walls and ceilings of smaller rooms. This combination provides maximum protection where it is needed most—in large ceiling areas, at real economy in cost.

In choosing the particular Resilient System best adapted to your needs, it is well to consult your architect. For complete data on any of these systems, use the card enclosed for our latest literature.

WEATHERWOOD INSULATING PLASTER BASE AND PYROBAR GYPSUM PARTITION TILE

Weatherwood Insulating Plaster Base

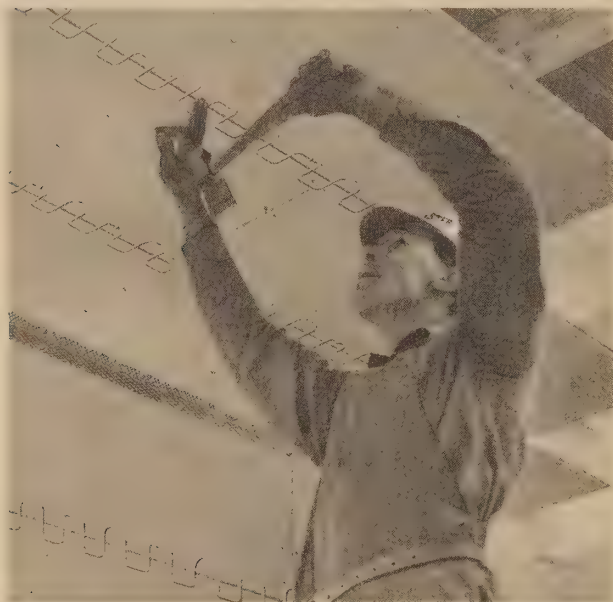
Weatherwood Insulating Lath is a felted wood fiber product, highly resistant to moisture, which performs two very important functions at once—it provides a strong, sound plaster base and also gives your house comfortable, fuel-saving insulation.

Millions of air cells in the fibers of this plaster base retard the passage of heat in either direction—thus it keeps the house cooler in summer, warmer in winter.

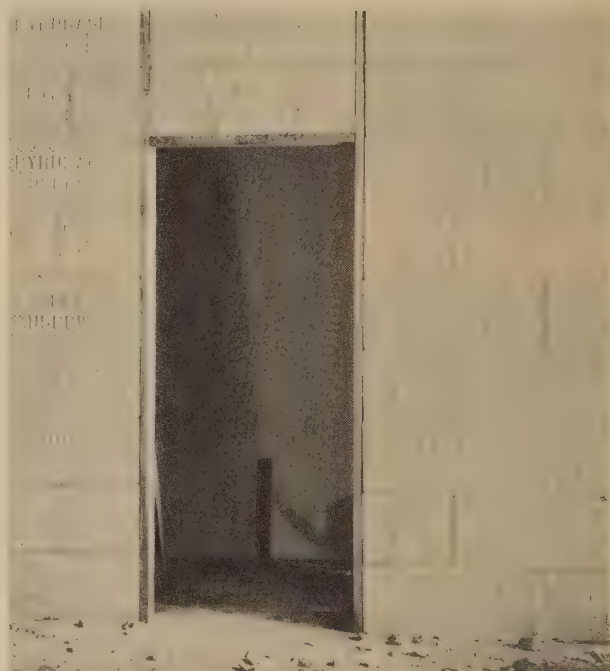
Fasnap Reinforcement

Fasnap is a steel reinforcement, quickly snapped in place along horizontal joints, to protect against cracking—at no increase in cost over unreinforced plaster base. Easy to install, this plaster base is quickly nailed to wood studs or ceiling joists.

Weatherwood Insulating Plaster Base combines economical insulation with a structural function. It is used, therefore, in places where there is a decided temperature difference between one side of the wall and the other. For areas where insulation is not necessary (such as lower floor ceilings or interior partitions) there is generally an advantage in using Rocklath or Red Top Metal Lath as the plaster base.



Note the steel reinforcement on Weatherwood Insulating Lath, which gives protection against cracking at the joints.



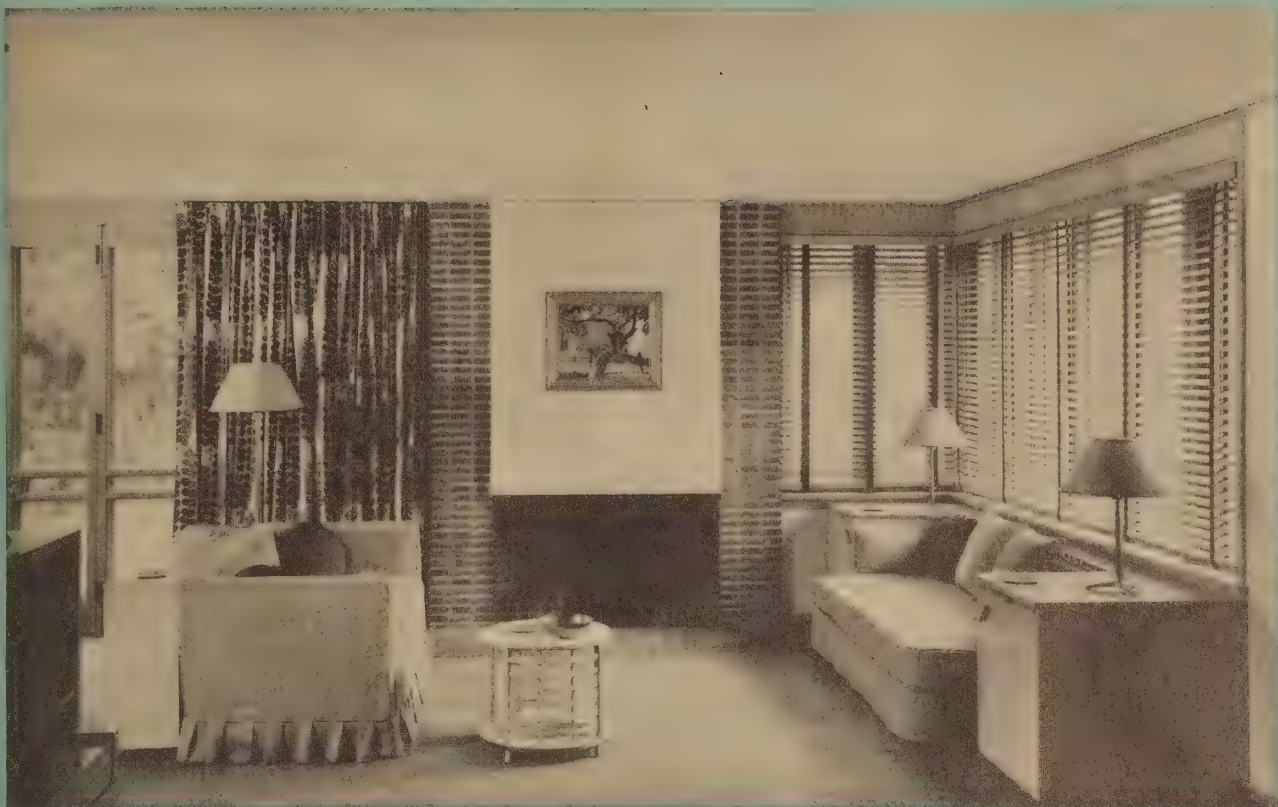
Fireproof Pyrobar Partition Tile makes an ideal fire protective enclosure for furnace or heater rooms. The plaster is applied directly to this material.

Pyrobar Gypsum Partition Tile

Pyrobar Gypsum Partition Tile is a pre-formed gypsum tile made in various thicknesses to meet conditions of ceiling height and other job requirements.

Construction using Pyrobar Tile has been subjected to a series of exhaustive, punishing tests over a period of 38 years. During these tests, partitions using 3-inch Pyrobar Tile covered on both sides with $\frac{1}{2}$ " of plaster, had one side subjected to a temperature above the melting point of iron for one and one-half hours and then was submitted to a 50-pound pressure stream of water from a fire hose. After the tests, it was found that neither fire, smoke nor water had passed through the partition and that the temperature on the side away from the fire had risen only 90 degrees Fahrenheit.

Obviously, Pyrobar Gypsum Partition Tile, with its remarkable record of fire resistance, is the logical material to use on furnace rooms and fuel storage room walls, where circumstances might, at any time, unleash a life-endangering fire. Pyrobar is an ideal plaster base—being made of gypsum, the same material as plaster.



Attractively plastered living room in a home designed by Perkins, Wheeler & Will, Architects, Chicago.

RED TOP PLASTER AND LIME

For more than thirty years, Red Top Plaster has been the standard of gypsum plastering materials—the leader in all developments to improve plastering standards.

Being made of gypsum, Red Top Plaster is a fireproof material—it cannot burn. It will not expand and tear itself away from the surface to which it is applied, even when subjected to fire.

Years of constant, painstaking experiment and research have been spent in stabilizing the “set” of Red Top Plasters. To the prospective home owner, this means that he can count on his walls being ready for interior decoration sooner, without danger from moisture, or other damage to paint or wallpaper.

The United States Gypsum Company was not content, however, to stop with developing fine plasters. Our laboratories constantly exercise the most exacting and rigid control over manufacturing processes to assure finest quality and uniformity necessary to smooth, hard walls.

Our research showed that plaster ground into a very fine powder makes harder, stronger walls. Consequently, USG Plaster today has about the same fineness of grind found in most good face powders.

There are several different types of plaster, each of which is designed to have certain characteristics and to perform certain definite jobs. There are two general classes of plasters, base coat plasters and finish coat plasters. Among the base coat plasters are: Red Top Cement Plaster; Red Top Wood Fiber Plaster; Red Top Sanded Plaster. A large percentage of finish coats are made up of a mixture of Red Top Gauging Plaster and Hydrated Finishing Lime.

Red Top Cement Plaster

The term “Cement Plaster” is sometimes confusing. “Cement” when used here refers to plaster’s cementitious properties and should not be confused with the cement used in concrete construction. The term “Cement” when applied to plaster means that the material will cement something together.

That "something" is sand, a proper amount of which must be added to Cement Plaster before it can be applied to the wall or ceiling.

Since most base coat plastering work (the first two plaster coats to be applied over the lath) is done with Cement Plaster, it is very important to select a product that will provide a satisfactory foundation for succeeding plaster coats and decoration.

Like all Red Top Plasters, this product has the uniformity and quality that enables the home owner to obtain hard, strong, fire-resistant walls. It has the "stabilized set" that permits the plaster to set up in from two to six hours and to dry within 36 hours. Thus, the home owner saves time and money, for interior trim and finish may follow the plastering reasonably soon without danger from moisture.

Red Top Wood Fiber Plaster

Red Top Wood Fiber Plaster brings to building the good features of gypsum in even greater degree than cement plaster. It provides a harder, stronger, more fire-resistant base coat. It is not necessary to add sand as this plaster requires only water to prepare it for application. Thus the winter difficulties of sand—occasional need for thawing, etc.—are done away with as well as the trouble which may stem from inferior sand or the use of too much sand. It is called "Wood Fiber" plaster because a small amount of wood pulp fiber has been added to give it cohesiveness and better working qualities, as well as greater strength and hardness—two qualities which make more fire-resistant walls.

Red Top Sanded Plaster

Red Top Cement Plaster requires the addition of sand before it can be applied to a wall. It is not only the proper amount of sand that is important, but also the *quality* of sand used. Realizing that the quality of sand necessary to a good plastering job is hard to get in some localities, USG offers plaster already mixed with the exact amount of the correct quality of sand. A plaster for base coat work, Red Top Sanded Plaster can be applied over any lath after mixing with water only. It also eliminates difficulties frequently encountered with frozen sand when plastering in the winter.

Red Top Gauging Plaster

This is a finish material which, when blended with lime mortar, produces an exceptionally smooth, hard surface. There are two types of Red Top Gauging Plaster—White and Local. Local Gauging is made of rock quarried from the deposit at the particular mill where plaster is ordered. Thus, it is the same color as that mill's cement plaster (often a permissible gray).

USG's White Gauging Plasters, on the other hand, are

made of rock that has been carefully selected from an especially white gypsum deposit. For a truly white, hard, smooth surface we recommend White Gauging Plasters, made by the United States Gypsum Company.

Red Top Keene's Cement

Keene's Cement is ideally suited for rooms where walls are likely to be given abnormally rough treatment and hard wear or where there is high humidity, such as bathrooms, lavatories, kitchens, pantries, hallways, etc. Keene's Cement's dense, hard surface is often scored in blocks to produce a tile pattern and used as an economical substitute in such places as wainscots. When painted or enameled, it is washable.

Other gypsum plaster products manufactured by USG extensively used in building or remodeling homes are: *Oriental Interior Plaster*, which is a colored finish plaster for application over a gypsum base coat in place of the ordinary white coat; *Bondcrete*, which is a specially prepared product for use as base coat for plaster over concrete; *Red Top Moulding Plaster*, for use in coves, mouldings and other ornamental work; *Red Top Trowel Finish*, for gypsum plaster finish coats.

USG Lime Products

USG manufactures lime of the highest quality. The finish coat of plaster in most houses today is lime putty, to which gypsum gauging plaster should be added.

Your finish coat should be smooth, hard and uniform in whiteness so it will take any decoration. USG Lime is made from the country's finest limestone deposits.

USG Hydrated Lime, because of its purity and care in manufacturing, needs only about 12 hours soaking, after which it is ready for your walls and ceilings. It is free from black spots or unburned particles. USG Lime assures a hard, uniformly white finish.



An unusually pleasing moulding made from Red Top Moulding Plaster.

USG WALLBOARDS



Sheetrock Fireproof Wallboard is an ideal finish for utility rooms, basement recreation rooms or attic rooms. The recessed-edge board and the Perf-A-Tape joint treatment make wallboard joints vanish and leave a smooth, even surface ready for any type of decoration.

SHEETROCK

THE FIREPROOF WALLBOARD

The United States Gypsum Company makes a complete line of wallboards which often provide just the finishing material you want for walls and ceilings in den, living room, basement room, attic, garage or other rooms of the house.

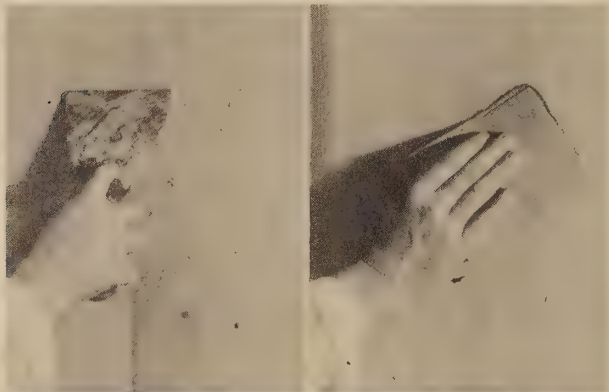
They are briefly described on this and the following pages—for more detailed information, ask your dealer, or send for the descriptive literature available on them. SHEETROCK has qualities which are found in no other

type of wallboard. It is fireproof; it provides a smooth wall without visible joints or "bumps"; it takes any kind of decoration; it will not warp or buckle.

The *ideal* form of wallboard would be one which we could ship as a complete unit—one complete wall or ceiling, for instance. Such a wallboard would eliminate all joints and would provide a smooth, even, unbroken decorating surface. But such a wallboard borders on the impossible because it couldn't be manufactured and,



HOW THE JOINTS VANISH: 1, Recessed-Edge Sheetrock joints form a channel which is filled with a special cement quickly and easily applied. 2, Perf-A-Tape, a strong perforated fiber tape with chamfered edges, is imbedded in the cement. 3, A second coating of cement fills the channel and perfects a flush surface over the joint. 4, After drying, cement is sandpapered evenly, assuring a smooth surface for any decoration.



The picture above shows Textone being applied over Recessed-Edge Sheetrock-Perf-A-Tape walls for fine textured effect. The insert shows how Colonial stippled effect is obtained with Textone over a Recessed-Edge Sheetrock wall.

because of its size, couldn't be shipped by any present mode of transportation. In order to get a product resembling this ideal board as closely as possible, it is necessary to hide these joints—to make them smooth and invisible when decorated.

How the Joints Are Hidden

Recessed-Edge Sheetrock and the Perf-A-Tape Joint System do just that. The edges of the board, as they butt together, are slightly depressed to form a recessed edge. A strong fiber tape, called Perf-A-Tape, is imbedded in a specially prepared cement which has previously been spread in these recesses. When firmly imbedded, the Perf-A-Tape is then covered with more cement and allowed to set until the cement is dry. When dry, the joint is sandpapered down smooth and flush with the surface of the board. This joint, when properly applied and finished, is as strong as the Sheetrock itself.

Result—a strong, sound wall which may be papered or painted without fear of visible joints. Thus, Sheetrock comes very close to our definition of the ideal form of wallboard.

For flat wall decoration over Sheetrock, USG Textolite is the most economical and effective paint to use. It dries within an hour, comes in a variety of beautiful colors, has no objectionable paint odor and one coat usually covers most surfaces. Or, if you prefer, you can decorate your Sheetrock walls and ceilings with any of the commonly used decorative materials—oil paint, wallpaper, canvas, enamel, etc.

Fireproof—Won't Warp or Buckle

Recessed-Edge Sheetrock—the Fireproof Wallboard, is composed of a gypsum core sandwiched between two tough, fibrous surfaces. The gypsum core makes this board fireproof, as gypsum will not burn or support combustion. It will not even let high temperatures pass through it until the water has been driven out of the gypsum, which is a slow process. Thus, it makes an excellent wallboard to apply over wood studs and joists or right over old, marred walls and ceilings.

Gypsum, since it is a rock, will not expand or contract with changes in temperature and water will not cause it to become distorted. Because of these qualities of gypsum, Sheetrock will not crack, warp or buckle—it stays firmly in place, a fireproof background for any decoration, architecture or furnishings.

Quarter-Inch Sheetrock

Here is a wallboard built to order for remodeling. It is thin enough to go right over old walls and still fit window casings, mouldings, etc., and can be bent to fit

curved surfaces. It has the same non-warping qualities as the other types of Sheetrock and the same adaptability to any kind of decoration. If ceilings are smooth and true and their only defects are cracks and discoloration, Quarter-Inch Sheetrock can be applied directly over the old finish. It is one of the most inexpensive yet substantial means of redecorating.

Wood Grained Sheetrock

Sheetrock is also available in a form that combines the beauty of fine wood paneling with the fire protection afforded by the gypsum core in Sheetrock. Photographic and printing processes simulating the rich graining of Walnut, Matched Walnut, Knotty Pine and Douglas Fir give this wallboard unusual adaptability to walls where fine wood paneling is desired—at wallboard cost. It is extensively used in dens, recreation rooms and in summer cabins. In the manufacturing process Wood Grained Sheetrock is given a durable, lasting surface by treating it with a coat of lacquer, but if a varnished or waxed finish is desired, it can be applied easily and quickly.

Like the other types of Sheetrock, the Wood Grained board is fireproof, non-warping, strong, durable and easy to erect.

Sheetrock Tileboard

Sheetrock Tileboard is an ideal material for kitchens, bathrooms and lavatories. It makes possible beautiful tiled wall effects at gypsum wallboard economy and when lacquered and enameled provides surfaces that are easily washed. Its tile design is obtained through permanent indentations in the face of the board which are made to represent mortar joints in ceramic tile.



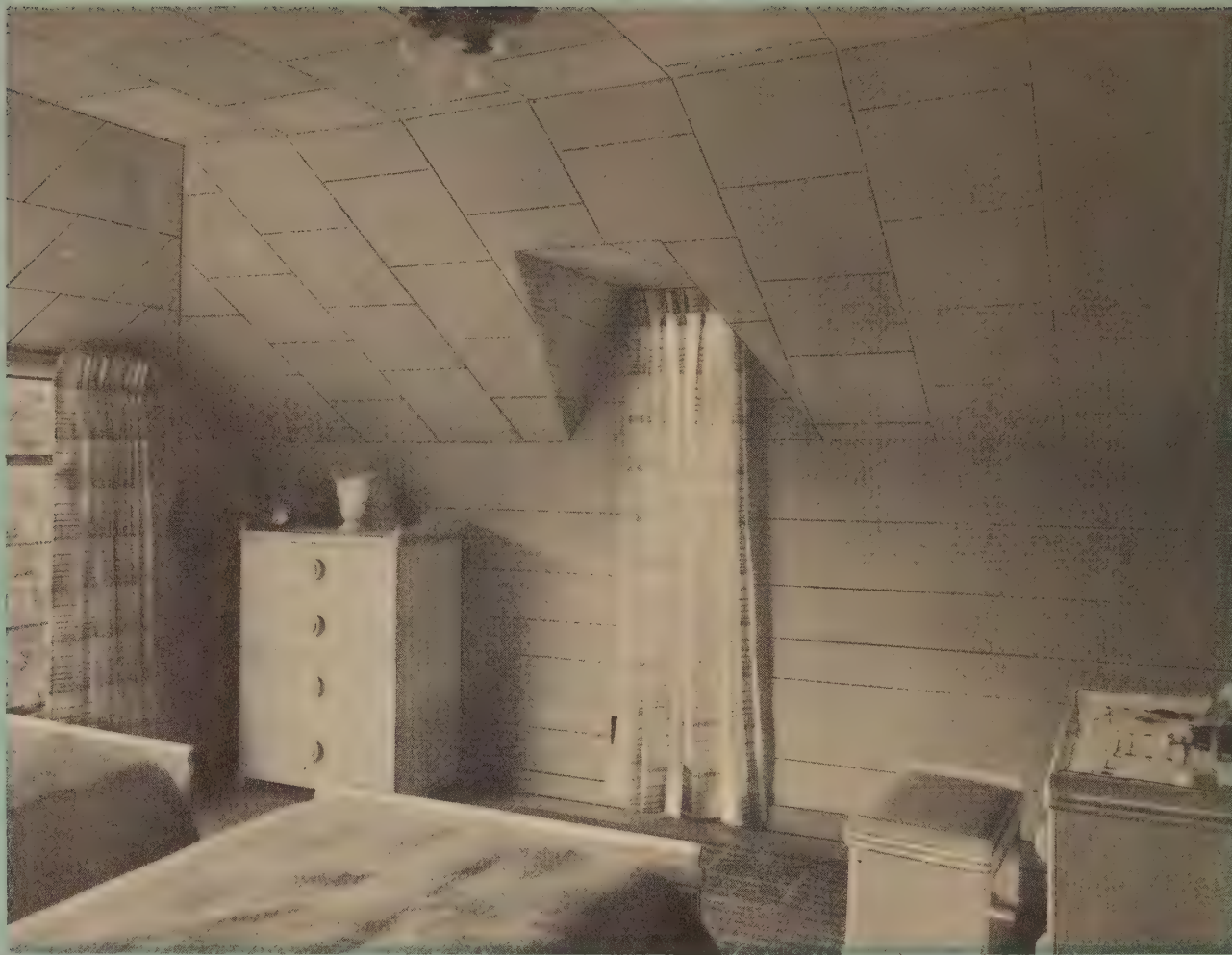
Sheetrock Tileboard has tile indentations, similar to ceramic tile joints, permanently embossed in its surface.



Sheetrock, the fireproof wallboard, offers wood grained finishes in walnut, matched walnut, knotty pine, and Douglas Fir.



Quarter-inch Sheetrock, because it can be easily bent, is an ideal material to use on curved surfaces. It is also well suited to covering old walls and ceilings.



In this attractive attic bedroom, Weatherwood Blendtex Plank in random widths is used on the walls, and Weatherwood Blendtex Tile is on the ceiling.

WEATHERWOOD INTERIOR FINISH

New beauty, comfort, quiet and fuel savings are brought into the home by Weatherwood Blendtex Tile and Plank. A new note in wall and ceiling finishes, Weatherwood Blendtex is a four-way product that insulates, builds, decorates and quiets sound all at one time, in one material, at one low cost. Its specially treated surface is durable and holds its richness and freshness of colors and texture.

Insulating and Sound Control Qualities

Weatherwood Blendtex Tile and Plank help make the home warmer in winter and cooler in summer. It not only reduces fuel costs, but makes homes easier to heat and in addition reduces drafts. As a comparative measure, the insulation value of 1" of Weatherwood Blendtex is equivalent to a 15" brick wall.

The process of manufacturing Weatherwood Blendtex gives to this material sound-absorbing qualities which lend an atmosphere of quiet to rooms of all types. Essentially, it is a homogeneous matting of wood fibers which entrap thousands of air spaces. This sound-quieting effect may be compared to a room having heavy rugs and drapes. Weatherwood Blendtex Tile and Plank absorb sound in the same manner.

The toughness and rigidity of Weatherwood Blendtex Tile and Plank are important properties of this material. Any structure built with it is stronger and resists distortion to a marked degree. The interlacing of the long wood fibers in the manufacturing process produces a strong fiber mat which gives structural strength to the wall on which it is applied.

Variety, Flexibility in Pattern and Color

The attractively textured Weatherwood Blendtex is a unit wall or ceiling material that is predecorated in soft, blended pastel shades. To give it variety and flexibility of pattern, it is made in several sizes in both the tile and the plank forms. By utilizing these different sizes, forms and shades, the home owner may secure a wall and ceiling suited harmoniously with the house's interior furnishings, and with each other. In doing this, the monotony of a single color or pattern is avoided.

When Weatherwood Blendtex is applied to a wall or ceiling, no further decoration is needed. It is a popular finish in homes because of the pleasant, unobtrusive background which it gives to rugs, draperies and furniture. It fits especially well into fishing and hunting lodges or summer homes on the shore or in the mountains.

Ideal for Remodeling

Some place in your home there may be a need and a place for another room—perhaps an attic room, children's room, den or recreation room. Because it is inexpensive and easy to erect, goes quickly and easily over old walls with a minimum of inconvenience and muss every home owner dreads, Weatherwood Blendtex is ideal for this type of remodeling work.

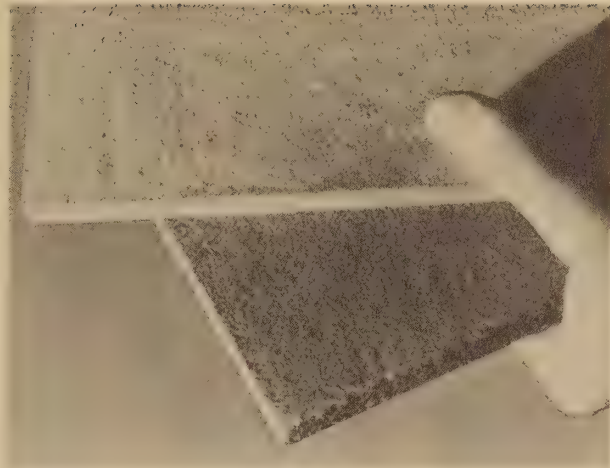
Although it can be adapted to any type of interior architecture, decorators find Weatherwood Blendtex an exceptionally satisfactory finish to accompany modern furniture.

Weatherwood Building Board

Weatherwood Building Board, in contrast with the Blendtex Tile and Plank, is made in large sheets. It is a tough, durable, economical building board available in two colors (ivory and greytan) and two surfaces (skin surface or textured).



Weatherwood Building Board offers two colors, ivory and greytan; two surfaces, Hi-Lite and texture, in large, easily installed units.



Weatherwood Duplex Interior Finish is a tough, durable low cost wall-board of many uses.

Generally, Weatherwood Building Board should be used on large areas where no variation in color or design is necessary or desired. Since it comes in large sheets, it is quickly and easily applied over such large areas. When applied it may be left in its natural color or easily decorated, especially with a paint such as USG Texolite, which is ideal for this surface.

Has Many Advantages

Weatherwood Building Board, since its manufacture is very similar to Blendtex Tile and Plank, possesses several characteristics in common with the latter. It insulates, and thus keeps the room warmer in winter and cooler in summer. It absorbs sound and lends a similar atmosphere of quiet. It is tough and rigid, adding strength and distortion resistance to any structure on which it is applied.

Because of its insulation and structural value and its quick, economical erection, Weatherwood Building Board makes an excellent lining for attic walls.

Duplex Board

This is a strong, low-cost wallboard that comes with one surface specially treated to receive decoration easily and readily. It can be painted with a minimum of paint soaking into the board. Duplex is an ideal liner for garages.

Weatherwood Hardboard

Here is a wood fiber board compressed into extreme hardness. Carpenters like to use it in making cupboard door panels and scuff-resistant wainscots. This interesting material is dense, thin, with both surfaces smooth, so that either side takes any decoration—paint, stain, enamel or lacquer. Weatherwood Hardboard cuts to almost any size or shape and can be cut, sawed, punched, nailed or glued.

USG PAINT PRODUCTS TEXOLITE



This living room was built of Recessed-Edge Sheetrock with Perf-a-Tape joint system. Many beautiful color combinations for rooms of this type can be achieved with Texolite.

Texolite, a modern water-thinned paint, combines the desirable qualities of color purity, high light reflection, diffusion and distribution, long life and economy. It finds usefulness in every type of interior in which people live, play or work. It is not recommended in kitchens and bathrooms which are frequently subject to excessive humidities. For all other surfaces it is ideal, suiting itself readily to modern as well as traditional interiors.

Texolite comes in ten "deep colors," ten pastel shades and white. All are popular colors. These may be intermixed to provide other shades.

Economical—Texolite provides, at low cost, interiors

that are bright, colorful, charming. One gallon covers the walls and ceiling of an average size room. Below is given approximate coverage per gallon over various types of surfaces.

Smooth, primed or painted surfaces	600 to 800 sq. ft.
Smooth finished plaster surfaces . .	500 to 700 sq. ft.
Textured surfaces	400 to 600 sq. ft.
Insulating board, fiber wallboard. .	350 to 500 sq. ft.
Cinder blocks, concrete.	300 to 450 sq. ft.

Texolite is made in paste form, water only being added to make it ready for application. One gallon of paste makes one and one-half gallons of paint. Thinner cost is eliminated.

No Paint Odor, Fire-Safe

Since water is used as a thinner, it eliminates the volatile solvents which give the characteristic odor to freshly applied oil-base paints. While the fire hazard of these volatile solvents for oils is not serious except in places that cannot be properly ventilated, the use of water as a thinner obviously removes any possibility of danger.

Quick in Applying—Quick in Drying—Over ordinary surfaces no size coat is needed before applying Texolite. It is self-leveling, leaves no brush marks, large 8" brush or spray gun may be used.

Because Texolite dries in one hour and leaves no objectionable paint odor, rooms can be completed in a day's time and occupied almost immediately.

High Light Reflectivity—Light striking the surface of walls and ceilings decorated with Texolite is diffused. The result is a glareless distribution of light so essential to eye comfort and effective use of light. With this characteristic is combined high efficiency in redistributing the light received.

Most Jobs One Coat—The superior hiding ability of Texolite makes possible the painting of most surfaces with but one coat. Painting takes less time, less material is used, and as a result the cost of decorating is less.

Washability—Great strides have been made in the perfection of new and improved formulas. As a result, after the paint film has set and matured, walls and ceilings may be washed with only ordinary precautions. This is a real forward step presented in the perfection of Texolite.

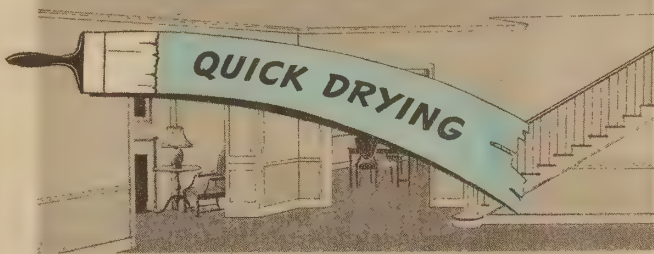
Purity of Colors

Since these modern paint "vehicles" have a crystal-like transparency and do not acquire color or darken with age, they reveal the pure color of the pigments which they bind permanently to the wall or ceiling. That is why mural artists, architects and decorators are choosing modern water-thinned paints for mural paintings in railroad stations, exclusive clubs and great institutions, as well as for the finish of interior walls and ceiling surfaces in many types of buildings. They know their color schemes will remain unimpaired by the aging of the paint.

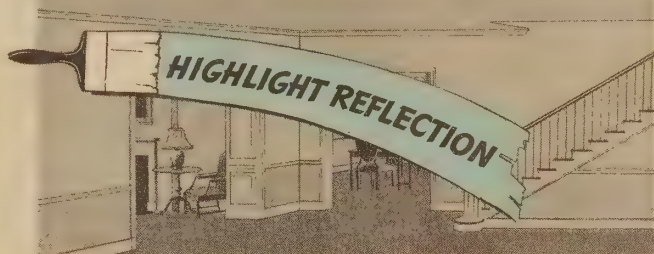
For valuable aid in choosing colors for your home, ask your dealer or write for Texolite Color Card and literature.



Because of its great covering capacity, one gallon of Texolite is sufficient for the walls and ceiling of the average room.



Texolite is without objectionable paint odor. It dries in an exceptionally short time.



Texolite reflects light in a glareless diffused manner, essential to eye comfort and efficient lighting.



Because of Texolite's great hiding quality, one coat is sufficient on most jobs.



Texolite can be safely applied over new plaster and gives good coverage on insulation board.

TEXTONE



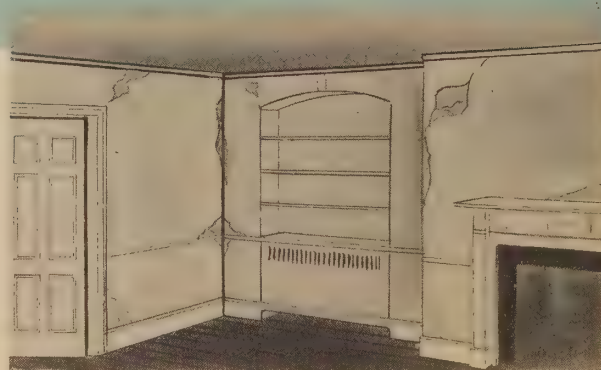
For obtaining new and interesting interior effects, Textone permits a wide range of choice.

Leading decorators recognize the textured surface as one of the most effective forms of wall decoration. They advise the use of textures for interiors where the utmost in individuality and good taste is wanted. They employ textures also because they provide attractive relief to wall surfaces otherwise flat and uninteresting. And they recommend textures for modernization work because they are unequalled in concealing wall blemishes.

Old interiors are inexpensively modernized. Patched, cracked, unsightly walls and ceilings are effectively hidden by the beauty of fine delicate textures—simply produced with ordinary tools. Scars and mars left from remodeling are hidden, too.

The appearance of plasters, Sheetrock and other wall-boards is enhanced with Textone finish. Textone is put up in 25-lb. packages. It is mixed with water. Only a few simple tools are necessary to get the effects shown.

Textone, too, fills the popular demand in arts and craft work. It is effective in production of relief work and in stenciled patterns.



Walls and ceilings that have become patched and scarred from long usage are beautifully renewed with a coat of Textone.



Ornamental stencils and mouldings can easily be produced with Textone.

K-CEMO PRIMER



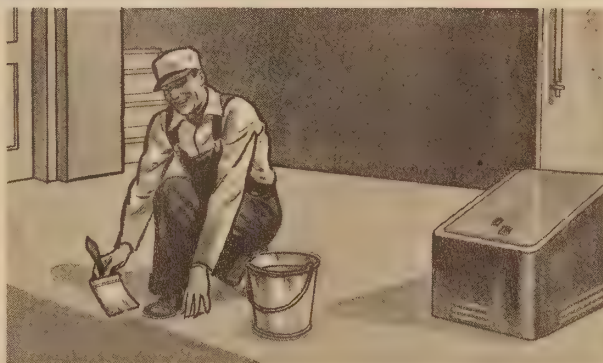
K-Cemo is an excellent primer to equalize the suction, especially on ceilings that have been patched and mended.

This new type, lime-locking primer was especially formulated for the priming of interior surfaces to prepare them for painting. It evens suction on patched and newly plastered walls. It helps to overcome imperfections not always apparent to the eye.

The Portland cement, binders and solvents in K-Cemo bond to and combine with the concrete or plaster surface to produce a hard, lime-locking prime coat. Lime is thus prevented from reaching the paint vehicle and destroying the paint film. Many types of paint can be used over K-Cemo Primer. They are oil paints, lacquers, washable calcimines, and casein paints.

K-Cemo Primer is particularly useful in preparing the following surfaces for painting: Painted and patched walls and ceilings—interior poured concrete surfaces—new or old unpainted concrete floors—fibre wallboard—Gypsum wallboard and treated joints—insulating board. K-Cemo Primer is not recommended for old concrete floors that have been previously painted. It must bond directly to clean, unpainted concrete.

K-Cemo will cover approximately 80 to 100 square feet per pound, depending upon surfaces over which it is applied and method of application.



To lock in the lime and prepare the surface for a good floor enamel, use K-Cemo over new or old unpainted concrete floors.



On many Sheetrock jobs before coating with Texolite, K-Cemo Primer provides an even, paintable base.

CEMENTICO



Cementico is excellent for decorating and weatherproofing exterior masonry surfaces.

EVERY house has exposed masonry surfaces which need color other than their natural shade—the dull gray of concrete or the unglazed color of clay tile, brick, building stone, and Portland cement stucco.

Cementico is made to order for such requirements. You can use it on the masonry walls of your basement laundry room, or on the outside of the house, to give an attractive finish to unpainted masonry.

Brilliant white or soft pastel tints of color add to the beauty of any masonry surface. You can obtain these colors—exactly the color you want—with Cementico. And it is an enduring finish, used either outside or inside.

Cementico comes in ten colors and white. Colored pigments are limeproof, assuring brilliance and long life. In addition to the ten regular colors, other shades can be obtained by tinting white Cementico with USG Limeproof colors.

It is a weatherproof, insoluble hydraulic cement paint. It comes in dry powder form and is mixed with water before application.



For damp basements that are hard to paint, Cementico will renew concrete side walls and ceilings.

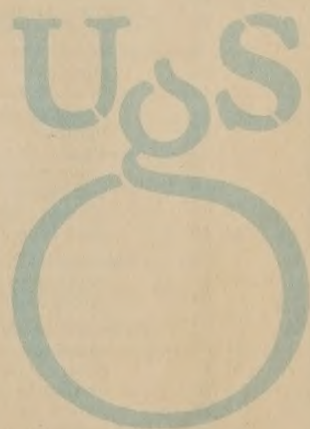


For concrete garden furniture and ornamental pieces, Cementico's economy permits annual decoration.

INDEX

ADDING ROOMS, reasons	6, 7, 8, 9	FINANCING	4, 46, 47
value	3, 6, 7, 8	FIREPLACE	24, 25, 66
ARCHES, modernizing with metal	24, 26, 67	FIRE PROTECTION, basements	10, 11, 66, 70
ARCHITECT, assistance offered	4	exterior walls	41, 42, 46, 52, 54, 55
type of remodeling requiring	4, 40	how gypsum provides	71, 74
ASBESTOS SHINGLES, U. S. Gypsum	29, 40, 41, 59	interior walls	25, 64, 66, 70, 71, 74
ASBESTOS SIDING, U. S. Gypsum	8, 29, 41, 42, 43, 46, 54, 55	roofs	40, 41, 42, 56, 57, 59
ASPHALT SHINGLES AND ROOFING, U. S. Gypsum	40, 41, 43, 57, 58	FLOORS	19, 21
ATTIC, bedroom and bath	10, 25	FLOOR PLANS, rearranging	6, 7, 8, 9, 14, 16, 17, 18, 19, 21, 22
recreation room	6, 10, 11, 12, 25, 77	FURNITURE, effect on decoration	27, 28, 29
sewing room	10	GARAGE, additional	15
storage room	10	building new	3, 6, 15
value of finishing	3, 10, 46	placement	15
BASEMENTS, fire protection	10, 11, 66, 70	uses	15
food storage room	10	GYPLAP SHEATHING	35, 43, 52
recreation room	10, 11, 12, 25	GYPNUM, fireproof qualities	71, 74
tool room	10	HARDBOARD, Weatherwood	77
value of modernizing	3, 10	HEATING PLANT, automatic firing	10, 36
work room	10	blower fans	37
BATHROOM, arrangement of fixtures	23	radiators and convectors	36, 37
decoration	23, 25, 29	speeding	37
fixtures necessary	22, 23	types of modernization possible	36, 37
powder room	22, 23, 29	value of automatic	3, 37
sizes	22, 23	INSULATING LATH, Weatherwood	21, 23, 35, 60, 62, 63, 70
value of additional	2, 3, 22	INSULATING SHEATHING, Weatherwood	35, 43, 51, 60, 62
value of modernizing	3	INSULATING WOOL, Red Top	10, 33, 35, 60, 61
BEDROOM, closets	6, 7, 8, 14	INSULATION, advantages	10, 30, 32, 33
possibilities for additional	6, 7, 8, 9, 10, 13	rules for selecting	30, 31, 32
rooms made from unused	6, 7, 8, 9	storm sash	33, 34
value increased by additional	3, 6, 46	summer protection	35, 62
BOILERS, available types of	36	value added	2, 3, 34
BUILDING BOARD, Weatherwood	10, 35, 62, 77	ventilation	35
BUILDING MATERIAL DEALER, (see Dealer)		wall and roof,	10, 21, 23, 30-35, 43, 60, 61, 62, 63, 70
CARPENTER, functions	5	weather stripping	28, 33
CEILINGS, factors to consider before changing	28	K-CEMO PRIMER	81
improving cracked and marred	19, 26, 66, 67	KITCHEN, arrangements recommended	16, 17, 18, 19
painting	26	door placement	17, 19
CEMENTICO	82	equipment	16, 18, 19, 20
CHIMNEY, functions	43	equipment placement	16, 17, 18, 19, 20
remodeling	43	finishing floors	19
CLOSETS, building in	6, 7, 8, 9, 14	finishing walls and ceilings	19, 21, 25
planning for adequate	14	lighting	20
CONTRACTOR, functions	5	sizes	17
proposals	5	value of modernizing	3, 16
COSTS, remodeling	8, 46, 47	ventilation	20
DEALER, assistance offered by	4, 5, 24, 40	window placement	17, 18, 19
DECORATION, exposure of room	29	work centers	16, 17, 18
furniture and	27, 28, 29	LANDSCAPING, assistance given by nursery man	44, 45
size and shape of room	29	designing walks and drives for	44, 45
value of new	3, 24	professional	44, 45
DOORS, installation	27, 28	LAUNDRY, combining kitchen and	21
selection	27, 28	construction of walls and ceilings	21, 82
types	29	electrical outlets	21
DUPLEX BOARD	77	finishes for walls and ceilings	21, 82
ELECTRICITY, improving fixtures	20, 39	general utility room	21
improving outlets	21, 38	location	8, 20
EXTERIOR, fire protection added to	41, 42, 46, 52, 54, 55	playroom for children	21
possible structural changes	6, 7, 8, 9, 40, 42, 43	LIME, USG	21, 29, 71, 72
remodeling without changing	24, 40	LUMBER DEALER (see Dealer)	
re-roofing	40, 41, 56, 57, 58, 59	METAL ARCHES, Red Top	24, 26, 67
re-siding	8, 41, 42, 46, 50, 51, 52, 53, 54, 55, 82	METAL LATH, Red Top	10, 19, 21, 23, 29, 63, 66, 67, 70
value of re-surfacing	3, 46	Resilient System	69

PAINT, USG Products,—K-Cemo Primer, Texolite, Casein Paint.	
Textone.....	24-27, 29, 74, 75, 78, 79, 80-82
PANTRY, remodeling for other uses.....	6, 22
PERF-A-TAPE, joint treatment.....	19, 25, 73, 74
PLASTER, architectural decoration.....	72
bases—Metal Lath, Rocklath, Insulating Lath,	
Wood Lath.....	10, 19, 21, 23, 29, 35, 60, 62-70
Bondcrete.....	72
facts about.....	71, 72
Red Top.....	10, 19, 21, 23, 26, 29, 64, 65, 66, 71, 72
Red Top Gauging.....	71, 72
Red Top Keenes Cement.....	72
Red Top Wood Fiber.....	71, 72
PLASTERING SYSTEMS.....	68, 69
PORCH, remodeling for other uses.....	9
value of adding sun or sleeping.....	3
POWDER ROOM, decoration.....	23, 29
fixtures.....	22
location.....	22
size.....	22
PYROBAR PARTITION TILE.....	10, 70
REARRANGING ROOMS, reasons.....	6, 7, 8, 9
value.....	3, 6, 7, 46
REFINISHING ROOMS, value added.....	3, 24
ways.....	19, 23, 24-29, 62-81
ROCKLATH, Bridjoint systems.....	69
Insulating.....	35, 62, 63
Perforated.....	10, 19, 21, 23, 29, 63, 64, 65, 70
Resilient system.....	69
ROOFS, Asbestos.....	29, 40, 41, 59
Asphalt.....	40, 41, 43, 57, 58
fire protecting.....	40, 41, 42, 56, 57, 59
requirements of.....	40, 41, 56, 57, 59
USG products.....	40, 41, 43, 56, 57, 58, 59
wood shingles.....	40
SHEETROCK, Grainboard.....	12, 25, 27, 75
Insulating.....	10, 35, 62
Quarter-Inch.....	25, 74, 75
Recessed Edge.....	11, 14, 19, 21, 23, 24, 26, 27, 29, 73-75
Tile Board.....	19, 21, 23, 25, 75
SHINGLES (see Roofs)	
SOUNDPROOFING.....	25, 68, 69, 76, 77
STUCCO LATH, Red Top.....	53
STUCCO MESH, Red Top.....	40, 43
STUCCO, Oriental.....	40, 41, 42, 43, 53
TEXOLITE.....	24, 25, 26, 27, 29, 74, 78, 79
TEXTONE.....	26, 74, 80
UNITED STATES GYPSUM COMPANY, mills.....	1, inside back cover
UNITED STATES GYPSUM COMPANY, offices.....	1, 49
products of.....	1, 21, 23, 29, 35, 43, 48 to 81
scope.....	1
trademark.....	1
USG MONTHLY PAYMENT PLAN.....	4, 46, 47
WALLS, attic.....	10, 25
basement.....	10, 25, 82
bathroom.....	22, 23, 25
exterior.....	8, 41, 42, 46, 50-55
factors to consider before changing.....	28
finishes for.....	19, 21, 23, 24-29, 62-81
kitchen.....	19, 21, 25
painting.....	19, 21, 24-27, 29, 74, 75, 78-81
re-covering.....	19, 23-26, 63, 73-77
wall board for.....	14, 19, 21, 23-25, 60, 63, 73-77
WEATHERWOOD BLENDTEX.....	12, 24, 25, 26, 35, 62, 76, 77
WINDOWS, custom built.....	27, 28
installation.....	28
rules for selection.....	27
types.....	27, 28
WING, adding a new.....	7, 8, 13, 15
uses.....	13



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